Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

Second Class Postage Paid at Chicago, Ill. *Copyright, 1959, by Advertising Publications, Inc.*

September 7, 1959
Volume 30 • Number 36
25 Cents a Copy • $3 a Year
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE 7-5200
NEW YORK 17
630 Third Ave. • YU 6-5050

THE NATIONAL NEWSPAPER OF MARKETING

Deere & Co. Names Gardner; Cites 'Conflict'

Smaller Allis-Chalmers Account Reportedly Will Pay KVPD Agency More

MOLINE, ILL., Sept. 4—Deere & Co., manufacturer of farm implements and tractors, will announce Sept. 7 the switch of its $1,000,000 advertising account from Klau-Van Pietersom-Dunlap, Milwaukee, to Gardner Advertising Co., St. Louis.

Deere and KVPD said they were terminating their relationship by mutual agreement because of a "growing area of conflict" with another account in the agency's shop.

The other account turned out to be Allis-Chalmers Mfg. Co., Milwaukee, which KVPD added to its roster last March (AA, March 30). Compton Advertising resigned the $800,000 account, and KVPD was named to handle the company's Industries Group and the export advertising for that group.

■ In explaining the "conflict," Alan R. McGinnis, board chairman of KVPD, told ADVERTISING AGE that his agency considered it a conflict because both companies manufacture farm and industrial tractors, although KVPD does not handle advertising for Allis-Chalmer's tractors. Bert S. Gittins Ad-

(*Continued on Page* 67)

New Tasti-Cup Liquid Instant Coffee Bows in N. Y.

NEW YORK, Sept. 2—Tasti-Cup Coffee Corp. will introduce a liquid instant coffee, packaged in a pushbutton can, in the New York area around Oct. 1. It will be distributed to stores and on home delivery routes by the Sealtest Foods division of the National Dairy Products Corp.

The introductory campaign will start with page units in 18 newspapers in the metropolitan area. A spot tv campaign of minute and 20-second spots is now being lined up on about five stations for a four to six-week push. Subway platform posters have been scheduled for a three-month showing.

The new instant coffee is a concentrated liquid, rather than a dehydrated powder, and is being heralded in the ads as a triumph of "space-age science." Copy points out that Tasti-Cup has "guaranteed constant freshness" because it is a refrigerated product and because it is packaged in a pushbutton can "under constant vacuum seal."

■ The consumer squirts some Tasti-Cup into a cup, adds hot or cold water and gets "the freshest, most flavorful, most fragrant instant coffee yet perfected." It is packaged in 8 oz. can, which makes 60-65 cups, and is expected to retail for about $1.19.

The company does not plan to expand into other markets until the New York introduction is "well under way."

L. H. Hartman Co., New York, is the agency. #

PUSH-BUTTON JAVA—*This full-page ad will run in 18 newspapers in the New York metropolitan area around Oct. 1 to introduce Tasti-Cup liquid instant coffee, packaged in a push-button can.*

U.S. Set to Crack Down on Weight Reducer Drugs

FDA, FTC Arm Selves With Medical Evidence to Show Drugs Ineffective

WASHINGTON, Sept. 3—Armed with new medical evidence, the government served notice this week that it is ready to swoop down on a flock of products which are being promoted to the public as weight reducers.

The products most immediately in "line of fire" are a long list of appetite depressants which are composed of phenylpropanolamine or benzocaine. At a special press conference today, Secretary of Health-Education-Welfare Arthur Flemming reported his department believes it now has conclusive proof that phenylpropanolamine produces no useful appetite-de-

(*Continued on Page* 68)

Rambler Hits Back at Big Three Small Cars

Romney Tells Dealers '60 Effort Precedes Push for Industry Leadership

OAKLAND, CAL., Sept. 3—American Motors' President George Romney chose this city today to launch the company's 1960 model year and what he called "the year of our counterattack" against the Big Three's invasion of the small car market.

It was the first of a series of traveling road shows which Mr. Romney and other top AM executives will take to dealers at Miami Beach (Sept. 10), Kansas City (Sept. 14), Chicago (Sept. 18), Detroit (Sept. 22) and Atlantic City (Sept. 25).

In the presentations, produced by American Motors' agency, Geyer, Morey, Madden & Ballard, with all the hoop-la of a Hollywood production, dealers will see the new 1960 Ambassador, American and Rambler models which Mr. Romney proposes to "merchandise with integrity."

■ "We have won our previous two campaigns, of survival and of opportunity," Mr. Romney told dealers from as far away as Honolulu and Mexico. "But we have two major battles still ahead of us. The campaign of counterattack this year; and then our drive for permanent leadership of the industry."

By 1965, Mr. Romney predicted, 65% of all U. S. car sales will be in the small car field, with 50% "compact" cars. American Motors, he went on, "will have firm control of 25% of this market."

■ Introduction by the Big Three

(*Continued on Page* 68)

Sawyer-Ferguson, Lake Shore to Hold R.O.P. Color Meeting

CHICAGO, Sept. 4—Sawyer-Ferguson-Walker Co. and Lake Shore Electrotype division of Electrographic Corp. today announced that they will sponsor a Midwest r.o.p. color conference Nov. 17 in the Sheraton Hotel here.

Co-chairmen of the one-day affair are J. H. (Jake) Sawyer, vp of Sawyer-Ferguson-Walker, and Frank Reilly, president of Lake Shore. Admission will be by ticket only; tickets may be obtained free by writing Ernest Klostermann, of S-F-W, 333 N. Michigan Ave., Chicago.

The morning session will be devoted to newest advances in r.o.p. color reproduction. The ability of r.o.p. color ads to sell merchandise will be discussed in the afternoon. A similar meeting may be held later in New York, depending upon the results of the Chicago meeting, Mr. Sawyer said.

■ This conference presumably will take the place of the 1959 R.O.P. Color Conference, which was to have been sponsored by the American Assn. of Newspaper Representatives. This meeting was scheduled for Sept. 29 in New York but was "postponed indefinitely" last July (AA, July 13, '59).

The AANR reportedly ran into

(*Continued on Page* 68)

IT&T Shifts Account to DDB

Client Discerned Conflict at Mathes With Underwood Business

NEW YORK, Sept. 3—International Telephone & Telegraph Corp. has hung up on J. M. Mathes Inc. and has called up Doyle Dane Bernbach Inc. to handle its $500,000 account.

IT&T's break with Mathes—which has handled the account for 11 years—was a delayed reaction to the agency's acquisition in July of Underwood Corp., a competitor of IT&T in the electronics field.

Last spring the Mathes agency, anxious to pitch for the Underwood business, got a go ahead from IT&T and won the account.

■ According to W. T. Okie, president of J. M. Mathes, there appeared to be slight conflict of interest between the two accounts at the time. As it later developed, IT&T discerned a conflict of interest between an Underwood subsidiary, Conoga Corp., maker of electronics systems, and its own electronic operations, handled by various IT&T divisions. The account was then offered to Doyle Dane Bernbach.

Last year IT&T spent about $500,000 in advertising, nearly all of it institutional. Underwood, which does a bigger consumer business than IT&T, is expected to bill somewhat under $1,000,000 this year. #

Multer Calls OBA Plan 'Fraud'; Treasury 'for It'

Bill to Ban Ad Use of Savings Stamps Endangers U. S. Program, House Told

BULLETIN

Washington, Sept. 4—Hamilton Mitchell, Donnelley vp handling OBA promotion, today urged House judiciary subcommittee members to "remove the cloud of uncertainty" from the savings stamp promotion by disposing of the Multer bill. He reported that 200 companies have been contacted personally, and approximately 1,000 by mail, but because of the Multer bill, only B.T. Babbitt Co., originator of the plan, is participating so far.

WASHINGTON, Sept. 4—A top Treasury official conceded today that his department has suffered some embarrassment over the Own a Bit of America savings stamp promotion by B. T. Babbitt Inc. (AA, June 15, *et seq.*), but he assured a congressional committee he's still all for it.

Under Secretary Julian B. Baird emphasized that the department strongly opposes the bill which has been up for consideration, H. R. 8107, the Multer Bill prohibiting business men from using savings stamps as merchandise premiums.

Rep. Abraham Multer (D., N.Y.) has contended his bill is needed to make sure that business men do not undertake promotions which link their products with the government. Under Secretary Baird replied that literally thousands of business men have used savings stamps as premiums in the past, and that the Treasury is confident it can police the situation.

■ The under secretary admitted under questioning by a House judiciary subcommittee that some OBA publicity implied that the Treasury is an active partner in the project. He said part of the trouble was the Treasury's own fault because savings bond officials attended press conferences for the promotional events which they should not have attended.

Another incident, brought to the Treasury's attention in a letter from Max Factor & Co., was blamed on Reuben H. Donnelley Corp., which is the agent handling promotion of the OBA savings stamp giveaway. On the basis of the Max Factor protest, Mr. Baird

(*Continued on Page* 68)

Last Minute News Flashes

Zeuthen Closes Agency, Joins Edison Electric

MINNEAPOLIS, Sept. 4—Ralph Zeuthen, who has taken the post as program manager of the Live Better Electrically Program of the Edison Electric Institute, New York, returned here today to try to "farm out" the accounts of Zeuthen, Thomas & Hulbert, which he has headed for the past two years. Mr. Zeuthen's agency has been billing about $1,300,000, handling some seven accounts and employing 11 people. Mr. Zeuthen told ADVERTISING AGE he expects most of the accounts and employes will be relocated by next week.

Goodrich Sets Three-Media Push for New Tire

AKRON, Sept. 4—B. F. Goodrich Co. is introducing a new passenger car tire—the HT Silvertown—in 17 states in the South, Southwest and West. The tire will be promoted with split run pages in October and November issues of *Life*, *Newsweek*, *The Saturday Evening Post* and *Time*, 1,500-line ads in 100 newspapers and outdoor signs in 35 markets. Batten, Barton, Durstine & Osborn is the agency.

Wine Growers Guild Moves from D-F-S to Compton

LODI, CALIF., Sept. 4—Wine Growers Guild, producer of Guild and Ceremony wines and brandies, has moved its advertising account from Dancer-Fitzgerald-Sample to Compton Advertising. The client reviewed presentations from 24 agencies before making the appointment, Harold Roush, vp and general manager, said.

(*Additional News Flashes on Page* 67)

Admiral Rejoins RCA on Color TV Battle Line as Makers Set '60 Plans

Electronic Appliance Men See Stereo Record Players as Hot Market

CHICAGO, Sept. 2—Just as it began to look as though Radio Corp. of America was going to put in another year of crying in the wilderness on behalf of color tv, another tv set maker—Admiral Corp.—announced it was bringing out a color set for 1960.

A number of manufacturers, including Motorola and Admiral, have in the past attempted to market color sets, but have found the market woefully thin. Others, including Zenith, have been working on the color product, looking forward to the day when a market for it will come into being—content meanwhile to let RCA run the interference.

So far as b&w sets are concerned, several industry sources predict that sales of 1960 models will run around 6,000,000.

Stereo phonograph sales opportunities look more like a real bird in the hand to most of the manufacturers of electronic equipment, and plans for cashing in on this market are an important factor in the 1960 electronic appliances ad scene.

Major manufacturers in the electronics field are preparing big advertising splashes in preparation for a lively competitive battle for set sales in the coming year. Following are the promotion plans of the big electronics appliance manufacturers for the coming season:

■ Tv and radio-phonographs are in separate divisions at General Electric. The fall push for the new tv receivers kicks off Sept. 20 with a spread in *Life*. The *Life* schedule will alternate with a schedule in *The Saturday Evening Post*.

Tv sets will share the commercials on the Sunday night "GE Theater" on CBS-TV. The cam-

(Continued on Page 64)

U.S. Small Cars More Palatable to Macfadden Panel

'Buy American' Feeling Is Influential; Standard Models Still Popular

DETROIT, Sept. 2—There's good news for the automotive Big Three and their forthcoming small cars in a study just out from Macfadden Publications about American wage earners' attitudes toward smaller cars.

Many wage earners have strong political views against buying imported small cars and prefer to "buy American, so American dollars are spent on jobs for American workers," the study shows.

In addition, many wage earners are looking to the Big Three for big things to come in the small car field, the study notes. But for this reason, it says, many wage earners plan to wait and see what happens before buying.

■ Macfadden's study is based on a survey of its forum of 1,500 wage earner families throughout the U.S. It made the survey, it says, in view of evidence of the growing importance of the nation's 26,000,000 "blue collar" families as a

(Continued on Page 69)

TESTED—*This 5-column newspaper ad is one of a series to be run in 11 cities by Rose Marie Reid, following the success of a five-city test program this spring.*

Rose Marie Reid Gives Bigger Ad Role to Dailies

LOS ANGELES, Sept. 3—Rose Marie Reid, women's swimsuit manufacturer, will use a heavy print schedule—including foreign magazines and more U.S. newspapers—to promote its 1959-'60 lines.

A total of 38 magazine pages will be used. In the U.S. the magazine list includes *Glamour*, *Harper's Bazaar*, *Mademoiselle*, *The New Yorker*, *Town & Country* and *Vogue*.

The foreign magazine line-up includes *Life en Espanol* for the

(Continued on Page 8)

Coffee Can Coin Craze's Contagious as Three Companies Seal in Money

SAN FRANCISCO, Sept. 2—Butter-Nut coffee is coming out soon with a fascinating new ingredient—money!

The brand's vacuum-packed coffees will soon be introduced in Northern California with the special inducement of coins in each can—25¢ in 1-lb. cans and 50¢ in 2-lb. cans. The freshly minted coins, in pliofilm envelopes, are to be sealed in the coffee cans.

■ The brand introduction will be supported by saturation tv and radio spots, r.o.p. newspaper ads, and No. 100 outdoor showings in all major Northern California markets.

According to Don Keough, marketing director of Butter-Nut, this is the first time a coffee manufacturer has given consumers a cash bonus packed into coffee tins.

Details of the promotion are to be announced Sept. 9, he said.

D'Arcy Advertising is handling the campaign.

DUNCAN 'COIN COFFEE' ON SALE IN MIDWEST

HOUSTON, Sept. 3—Duncan Coffee Co.'s Maryland Club brands of can and jar coffee went on sale in Colorado and Minnesota this week with silver coins (Duncan won't say what denomination) packed inside.

Duncan is using the coin technique as a promotional aid to its current introduction of Maryland Club into the Colorado and Minnesota markets. The introduction is being supported by newspaper, radio, tv and outdoor advertising.

Clay W. Stephenson & Associates, Houston, has the account.

The cash-in-the-coffee-can idea is not new to Mr. Stephenson, head of the Stephenson shop. Until a few months ago when he started his own agency, Mr. Stephenson was exec vp of Tracy-Locke Co., Houston, which formerly handled Duncan.

In October, 1957, Tracy-Locke used the same technique on Boscul coffee made by William S. Schull Co., Camden, N. J. Boscul put a nickel in an envelope in the coffee with a coupon worth 10¢ (AA, Oct. 14, '57). #

CHICAGO, Sept. 2—There's real money in North Woods coffee!

This isn't a tip for investors but for consumers. And it's literally true. North Woods Coffee Co., Chicago, this month begins distribution of 1-lb. coffee tins with 7¢ in coin inside. The money—a nickel and two pennies—is sealed with polyethylene film onto a little card to be found when the can is opened.

The card carries an ad message that explains the point of the promotion. It says, in effect, that premium price North Woods coffee, which sells for about 7¢ more than regular brands, is worth that 7¢—because there's 7¢ worth of extra value in the coffee. The brand has dehydrated ground up eggs in it.

■ The promotion gets under way early this month and will continue in ten midwest states for about two months. To promote the idea to the trade, North Woods is sending grocers in the promotion area a little hand-made paper nest

NEST EGG—*Fred D. Montgomery, ad manager, North Woods Coffee Co., and Mrs. Frances W. Pike, Jo Ann Industries, inspect nests handmade by Mrs. Pike sent to 750 retailers with 7¢, representing the 7¢ found in cans of North Woods coffee.*

containing a sample card with the 7¢, plus a reminder that the promotional cans can be a "nest egg" for retailers if they "don't sit on them."

According to Fred D. Montgomery, ad manager of North Woods, this is the first time a coffee manufacturer has given consumers an actual cash bonus packed into the product. The promotion will be advertised extensively in newspapers.

Clinton E. Frank Inc., Chicago, handles the account. #

Mumm, Mullay Elects Slater President; Kelley to Goodyear

COLUMBUS, O., Sept. 2—Mumm, Mullay & Nichols has elected George A. Slater president, succeeding John P. Kelley, who has resigned to join Goodyear Tire & Rubber Co., Akron, as assistant to the advertising director, K. C. Zonsius, effective Sept. 15.

Mr. Kelley, president of the agency since May, 1956, was a member of the group that purchased it in 1954. Controlling interest in Mumm, Mullay was acquired by Ralph H. Jones Co., Cincinnati, in 1956 (AA, Sept. 10, *et seq.*), but Mumm, Mullay continued to maintain its corporate identity.

John P. Kelley

Philip A. Brown, a Mumm, Mullay vp, was elected to succeed Mr. Slater as exec vp. All other officers were reelected.

George A. Slater

Philip A. Brown

The agency also has named Jack Keating director of merchandising and promotional services. Mr. Keating has been handling merchandising and sales promotion activities for the Jones agency. #

Paul Grella Joins Lilienfeld

Paul A. Grella has joined Lilienfeld & Co., Chicago, as art director. Mr. Grella was formerly art director of Pabst Brewing Co.

Highlights of This Week's Issue

One of the thorniest problems *facing advertising agencies today is the handling of new products through the test marketing stages. Advertising Age queried both advertisers and agencies on this problem and presents the varied viewpoints received* ..... **Page 3**

Deere & Co. will switch its $1,000,000 account from Klau-Van Pietersom-Dunlap to Gardner Advertising ..... **Page 1**

Tasti-Cup Coffee Corp. will introduce liquid instant coffee, packed in a pushbutton can, in the New York area around Oct. 1 ..... **Page 1**

Sawyer-Ferguson-Walker Co. and the Lake Shore electrotype division of Electrographic Corp. announce they will sponsor a Midwest r.o.p. color conference Nov. 17 in the Sheraton Hotel, Chicago ..... **Page 1**

Admiral Corp. will bring out color tv sets in 1960 ..... **Page 2**

George A. Slater is elected president of Mumm, Mullay & Nichols, succeeding John P. Kelley, who resigned to join Goodyear Tire & Rubber Co. ..... **Page 2**

Rose Marie Reid will use a heavy print schedule, including foreign magazines and more U.S. newspapers, to promote its 1959-60 line ..... **Page 2**

Macfadden Publication study reveals many American wage earners have strong political views against buying imported foreign cars ..... **Page 2**

Three coffees—Butter-Nut coffee, Duncan coffee, and North Woods coffee will include coins in each can or jar of coffee ..... **Page 2**

A. C. Nielsen Co. report shows the trend in consumer packaging is to "bigness." The company speculates that the trend to bigger packages may reflect a demand for more convenience, fewer shopping trips, larger families or suburban living ..... **Page 3**

Insurance Co. of North America launches the most intensive consumer advertising campaign in its history ..... **Page 3**

State Farm Mutual Automobile Insurance Co. throws a party for department heads and executives of Needham, Louis & Brorby to celebrate its 20-year relationship ..... **Page 3**

G. Krueger Brewing Co. gets a "fantastic" response in a test of direct mail as a promotion for its Ambassador beer ..... **Page 3**

British advertisers and agencies protest the recent decision by television program contractors to increase advertising rates up to 20% during peak time periods ..... **Page 10**

Collins, Miller & Hutchings, Chicago photoengraver, will launch a two-year advertising campaign, promoting the editorial and advertising values of America's magazines, with a page ad in the Sept. 14 issue of Advertising Age ..... **Page 28**

Douglas Advertising resigns the account of the South Dakota Industrial Development Expansion Agency, a state agency for encouraging industrial activity in the state ..... **Page 30**

Mann-Ellis reports acquisition of four new accounts: Netherlands National Tourist Office, Seprol Inc., Elysee Fabrics and the French Book Guild ..... **Page 31**

The Educational Council of Optometry will use outdoor posters in addition to newspaper and radio advertising for its campaign beginning Sept. 10 ..... **Page 34**

A report by the National Canners Assn. reveals a typical supermarket loses in the neighborhood of $3,000 a year in canned food sales through being out of stock ..... **Page 69**

FIGURES TO FILE

Nielsen Net TV ..... Page 24
Videodex Net TV ..... Page 24
Department Store Sales ..... Page 72

REGULAR FEATURES

Advertising Market Place 70
Coming Conventions 26
Creative Man's Corner 56
Editorials 14
Employe Communications 56
Getting Personal 20
Learning from Retail Ads 58
Looking at Radio and Tv 56
Obituaries 69
On the Merchandising Front 58
Peeled Eye Department 60
Photographic Review 46
Production Tips 60
Rough Proofs 14
Salesense in Advertising 54
This Week in Washington 48
Voice of the Advertiser 62
What They're Saying 14

Putman Plans Two New Chemical Books to Bow in January

CHICAGO, Sept. 3—Putman Publishing Co. will bring out two new business publications—*Quest* and *What's New in Chemicals*—in January.

Quest will be published quarterly and will have a format similar to *Fortune*. The editorial aim of *Quest* is to interpret the chemical processing industries to the "opinion molders of America." It will have an initial circulation of 35,000, with 25,000 of the copies going to leaders in all fields outside of the chemical process industry. The one-time b&w page rate is $3,000.

■ *What's New in Chemicals* will be issued monthly, and will be aimed at chemical manufacturers, their distributors and the distributor's customers. The publication will have a circulation of 60,000, and the b&w page rate is $895. #

Giant Economy Size Is Gaining, Nielsen Reports

CHICAGO, Sept. 1—The "trend to bigness" is more than just a catch phrase in the consumer packaging field, according to a new study made by A. C. Nielsen Co.

The trend shows up clearly, Nielsen says, in a study it has made over the past two years of the percentages of sales accounted for by various package sizes. The study involved six-month checks of sales of brands in four highly competitive product classifications.

■ In a bottled product group in which regular and giant sizes are available, three brands—six sizes—were first checked in the spring of 1957. The regular size then accounted for 69% while the giant sizes accounted for 31% of sales by the brands involved. After one year the giant size's share went up to 35%, and at the end of the two-year period it was up to 39%—a gain of 8% in the sales percentage of the giant sizes.

In a boxed product group, three brands offering 11 sizes were similarly studied. The sizes were divided, for test purposes, into sizes offering 20 oz. or less and those offering more than 20 oz. The larger sizes accounted for 52% of the brands' sales at the test's start. A year later the figure was up to 57%. Subsequently the percentage went up to 64%—a 12% gain in the sales percentage of the larger sizes.

■ In a third product group, seven brands were sold in 2-lb., 5-lb., 10-lb. and 25-lb. quantities; Nielsen watched sales of all four sizes. Here are the results:

Package	1957	1958	1959
2-lb.	18%	13%	11%
5-lb.	35	35	33
10-lb.	9	10	14
25-lb.	38	42	42

A fourth product group, involving four brands and ten sizes, followed the same trend, but less dramatically.

■ Nielsen speculates that this trend to bigger sizes may reflect a demand for more convenience, fewer shopping trips, larger families or suburban living—"We can't say for sure."

But it does offer these suggestions to companies contemplating package size changes:

- Learn which sizes are on the up-grade in the market involved.
- Analyze the factors on which this trend depends.
- Establish a definite objective for the new package—i.e., is it a "deal" package or one that can last for years?
- Know your market characteristics, either nationally or sectionally.
- Don't rule out small packages in your plans. They play an important role in acquiring new customers who like to try small sizes first. #

Radio Stations Favor Stereo

A total of 59% of radio stations are broadcasting stereo and another 21% plan such broadcasts in the near future, according to a poll of stations conducted by Granco Products Inc., Long Island City, N. Y., producer of am and fm radio receivers and other electronics equipment. Only 15% of the 237 stations polled said they have no stereo plans; 5% of the stations were undecided.

What is Simplified Security?
For one thing, it's having the new
Homeowners Policy...by INA

INSURANCE BY NORTH AMERICA INA

BIG AD—*This is the first page of a three-page, two-color ad to run in The Saturday Evening Post Oct. 3 as part of a drive by Insurance Co. of North America.*

Insurance Co. of North America Sets Across-Board Drive

PHILADELPHIA, Sept. 2—Insurance Co. of North America (North America Companies) has launched the most intensive consumer advertising campaign in its history.

In addition to using magazines, the insurer will continue to spotlight INA services on "Today" (NBC-TV) through November. The promotion is INA's first to feature so-called across-the-board participation by all INA agencies—fire, casualty and life.

Two-color pages will run in *The Saturday Evening Post* once a month in September, October and November. A three-page two-color ad will run in the *Post* Oct. 3.

A three-page, two-color ad will run in *Reader's Digest* in November, preceded by a page in September. Whitney Darrow Jr., cartoonist-illustrator, is illustrating the 1959 ads, tv commercials and sales promotion material.

N. W. Ayer & Son is the agency. #

de Garmo Adds Leacock

Leacock & Co., New York, linen house, has appointed de Garmo Inc., New York, as its first agency in several years. For its fall campaign, the company is running color pages in the October *House & Garden* and November *House Beautiful* promoting its chrysanthemum-pattern tablecloth and matching napkins, mats and kitchen towels. A one-column listing of stores will run with each ad. Promotional material for stores will include window and counter displays, newspaper mats and chrysanthemum seeds.

Who Should Pay—and for What? . . .

Agencies, Advertisers Air Views on Compensation for Product Tests

Typical Answer: 'It All Depends'; but Many Agree on Payment for Out-of-Pocket Test Marketing Expenses with Agency Picking Up Tab for Creative Effort Expended

CHICAGO, Sept. 2—One of the greatest opportunities for advertising agencies to build new volume—and one of the most difficult business problems facing agencies—is the handling of new products through the test marketing stages. And the problem becomes more acute when it involves new products being tested by an existing agency client.

Handling new products through the development and test marketing stage can be tremendously expensive in terms of agency manpower and out-of-pocket expenditures, with a far-from-sure gamble that the product eventually will prove out and thus become a profitable account.

In an effort to discover whether any formulae have been developed either by agencies or advertisers to deal with such situations, ADVERTISING AGE queried a dozen or so advertisers and agencies—all of whom are known to have had recent experience with new products—to determine whether any successful set of ground rules has been set up to cover new-product introductions.

Responses indicated that the subject has been much discussed, but also that the typical answer is, "It all depends." Many agencies indicate that they have developed a general practice of collecting out-of-pocket expenses in connection with new-product handling, and some advertisers follow the procedure of paying out-of-pocket costs. But most admit candidly that the arrangements all depend on the circumstances—that, for example, a new agency might not be expected to handle a new product without some sort of compensation, whereas an established agency, with substantial billing on one or more other products belonging to the advertiser, might be expected to handle the new one on a pure gamble basis.

■ That the subject is a "hot one" was evidenced by the prompt and often lengthy responses which the AA letter brought forth. That no standard practice has yet developed was equally clear from the fact that most respondents asked not to be identified.

The **president of one large agency** is especially bitter about some of his agency's experiences. "In

(*Continued on Page* 36)

Teen Girl Really Puts Out on Yule Gifts for Mom, Steady; Pop, Girl Chum Less Fortunate

NEW YORK, Sept. 3—When the average teen age girl goes Christmas shopping, she spends the most money on gifts for her mother and her boy friend. For her father and her girl friend, the teen age girl is not quite so lavish.

According to *Seventeen's* second annual report on the Christmas gifts that teen age girls buy and receive, it works out this way: On the average, she spends $11.73 on a gift for her mother, $11.09 for her boy friend, $9.31 for her father, $7.11 for her older brother, $6.88 for her girl friend and $6.39 for her older sister.

For mother and older sister, the most popular gifts were blouses, sweaters, lingerie, perfume and stockings, the report shows. For girl friends, the choices were more varied with the chief favorites being bracelets, perfume, necklaces and stuffed animals.

■ For father and older brother, the most popular presents proved to be shirts, sweaters, ties and socks. As for their boy friends, the girls preferred to give sweaters, shirts, jewelry, wallets and photographs of themselves.

Copies of the survey are available free from the magazine. #

Bristol-Myers Puts Subtle Sell in New 'Public Service' Film

NEW YORK, Sept. 1—In the name of public service, Bristol-Myers Co. has released a four-minute film on dental health called "The Day That Susie Lost Her Smile."

But the animated cartoon production tells its viewers more than how to brush their teeth. Bristol-Myers has used the 16mm film as a vehicle for the promotion of its Ipana toothpaste. The company credit line at the beginning and end of the film is not the only plug used. One slide in the film displays a medicine cabinet filled with three packages of Ipana—the tube, squeeze bottle and press-top can. The lowercase letter "i" on each package identifies the brand.

■ Wylde Studios, producer of the film, managed another neat sponsor tie-in. The main character in

(*Continued on Page* 71)

State Farm Party for NL&B Marks 20 Years as Client

BLOOMINGTON, ILL., Sept. 1—State Farm Mutual Automobile Insurance Co. is one advertiser which appreciates its agency.

In celebration of a 20-year relationship with Needham, Louis & Brorby, the company threw a big party for 21 NL&B executives and department heads. Heading up the NL&B contingent, which made the overnight trip to State Farm headquarters here, were Maurice H. Needham, president; Melvin Brorby, senior vp; Paul C. Harper Jr., exec vp, and Paul E. Belknap, vp and State Farm account supervisor.

Following a business meeting between the agency people and 25 top State Farm executives, a lunch was given. The agency was presented with a bronze plaque of appreciation from State Farm.

■ In addition, Adlai H. Rust, State Farm board chairman, presented Mr. Needham with an original framed letter written by President U. S. Grant to his son in college, authorizing the boy to write checks against the President's account. Mr. Needham is an avid collector of Grant and Civil War lore.

The agency presented everyone attending the party with silver money clips to commemorate the event.

When NL&B took over State Farm in 1939, the company had 450,000 policy holders and an advertising budget of less than $100,000. State Farm currently has 5,700,000 policy holders, and the company will invest more than $3,000,000 in advertising this year.

LETTER FROM U. S. GRANT—*Adlai H. Rust (right), board chairman of State Farm Mutual Automobile Insurance Co., presents to Maurice H. Needham, president of Needham, Louis & Brorby, a genuine letter written by President U. S. Grant. The occasion was a party given by the company for agency executives, observing a 20-year relationship.*

Krueger Brewing Mail Test Reveals Big Doily Demand

Brewer's Push for Ambassador Label Nets 'Fantastic' Response

NEWARK, Sept. 1—G. Krueger Brewing Co. is testing direct mail as a promotion medium for its Ambassador beer. Early returns have been unusual.

The New Jersey brewer recently appointed Lawrence G. Chait & Co., New York direct mail specialist, to handle a special direct mail test program.

On Aug. 28, a third class mailing of 24,000 letters was sent out to every individual listed in the telephone directories in DuMont, Livingston and Union, N. J.

The letters, on Krueger stationery, are signed by Heinz M. Glaeske, president of the brewery. They outline the virtues of Ambassador as an "export brewed beer," saying it "is less filling than average beers, yet gives you more beer in your beer." Each letter offers its recipient a package of 100 paper cocktail napkins imprinted with a map and the words used in various countries as a traditional

(*Continued on Page* 49)

Commerce Drug Acquires Wise

The Shuford Laboratories division of Commerce Drug Co., Brooklyn, has acquired T. A. Wise Enterprises of Emory University, Atlanta, Ga. Drug products included in the purchase are Baby Ease, Pitts carminative, and Swigs. Distribution of these items has been previously confined to the southern states. Sales will now be extended nationally through the sales organization of Commerce Drug Co., and advertising will be increased and handled by Kenneth Rader Co., New York.

Raisin Board Sets Ad Budget

The California Raisin Advisory Board, Fresno, has approved a tentative advertising budget of $460,000 for the coming year. Agency on the account is the J. Walter Thompson Co., San Francisco. The board's ad budget is based on an anticipated raisin crop of 200,000 tons, with an assessment to growers and processors of $3.50 a ton.

LARGEST OUTDOOR SIGN?—*This five-story painted bulletin (115x72') for Cirker's Hayes Moving & Storage Inc., New York, on the company's ten-story warehouse is reputedly the largest outdoor advertisement in New York, and has a two-mile visibility. It is at the Manhattan exit of the Queensborough Bridge and faces the East River.*

Hillenbrand Joins D&C as VP; Cowan Moves to Raytheon

S. D. Cowan Jr.

William Hillenbrand

NEW YORK, Sept. 3—Two more executive changes occurred at Donahue & Coe this week, one as a result of last week's new appointments, the other assertedly unrelated.

William Hillenbrand is joining the agency as vp and chairman of the plans board.

Stuart D. Cowan Jr., head of the corporate and industrial division for the past four years, has resigned, effective Oct. 1, to join Raytheon Co., an agency client, as corporate director of marketing. He reports for duty Sept. 14.

Mr. Hillenbrand was president of Bryan Houston Inc. when that agency merged recently with Fletcher Richards, Calkins & Holden, and he chose not to join the merged operation. A 13-year Procter & Gamble veteran, he joined Houston in 1952 as supervisor on the Colgate account and was elected a director and president in 1955. His package goods background is important to the agency, which has a "substantial portion" of its total billings in package goods.

Mr. Hillenbrand succeeds William H. Schneider, who has been with the agency 18 years and was named exec vp last week (AA, Aug. 31), in a series of changes which saw Donald West move from merchandising director to the presidency and Edward J. Churchill from the latter post to board chairman and chief executive officer.

Mr. Cowan's departure is said to be unrelated to the other management changes.

■ Mr. West commented today: "Stu Cowan and I were both extremely sorry that his resignation came in the week following major top management changes at D&C, changes which Stu is enthusiastic about. However, the opportunity has been under discussion between Stu and Raytheon management for a number of weeks and a decision had to be made at this time.

"We all deeply regret losing Stu as a colleague and fellow worker and with him when he leaves go our fondest wishes for his success and happiness."

Donahue & Coe has handled Raytheon institutional advertising and five of its principal divisions for many years. Both Mr. West and Mr. Cowan stated that as far as they knew Raytheon is planning no changes.

Mr. Cowan was vp of Cowan & Dengler, which merged with Donahue & Coe in 1955. In his new Raytheon post he will be responsible for commercial marketing policies, including developments and recommendations in these fields. #

Beckert & Bradley Adds One

Polyplastic Forms, Farmingdale, N. Y., has appointed Beckert & Bradley, New York, to handle its advertising. A campaign will start this month for the company's plastic letters, aimed at reaching the outdoor sign and supermarket fields.

in a nutshell

More than 85% of Baltimore families (1.5 million people) live within a 15-mile radius from the heart of downtown—roughly the ABC city zone—making Baltimore a *uniquely compact* market.

An estimated 92% of the total Baltimore market retail sales are made in this same compact area, making it a *highly productive* market (America's 12th largest, in fact).

Baltimore's centralized growth in the past 20 years has added half a million people (about equal in size to such complete cities as Miami or Rochester)—making it an *ever-growing* as well as a compact, rich market.

Contact with this compact market now, as always, can best be established by your use of the Sunpapers. More than 88% of our daily circulation (77% of it home delivered) and more than 82% of our Sunday circulation (80% home delivered) is in Baltimore's compact city zone. With the Sunpapers, you reach the overwhelming majority of Baltimoreans where they live, where they work, and where they buy.

The Baltimore Sunpapers

ABC 3/31/59: Combined Morning and Evening 413,299 — Sunday 319,972

National Representatives: Cresmer & Woodward, Inc.—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit

...today,

ENGINEERS
make the buying decisions!

For product data and purchasing information, 195,000 engineers read these Engineering Society Publications:

JOURNAL OF METALS
MECHANICAL ENGINEERING
MECHANICAL CATALOG
MINING ENGINEERING
CHEMICAL ENGINEERING PROGRESS
CIVIL ENGINEERING
ELECTRICAL ENGINEERING

A message to advertisers about THIS WEEK Magazine:

"THIS WEEK Magazine is one of the truly effective and productive advertising media available to producers of food products and household goods. We retailers know that we benefit from the demand created by the producers who advertise regularly in THIS WEEK."

Paul J. Cupp

Paul J. Cupp
President, American Stores Co., Philadelphia, Pa.
(823 stores. $874,766,716 annual volume)

To Move Goods Fastest...Buy The Big One **This Week** MAGAZINE

CIRCULATION MORE THAN *13,000,000*

Vetoed Appropriation Nets Texas $223,000 for '59-'60 Ad Push

AUSTIN, Sept. 2—Texas will spend more than $223,000 in the coming year on promoting tourist travel and attracting new industry.

The Texas highway department and the state industrial commission have budgeted funds totaling that much in the appropriations bill passed not long ago by a special session of the legislature.

The highway department is spending more than $200,000 a year for tourist travel service. The industrial commission is to have $23,570 a year for the next two years toward its part in the state advertising program authorized last year by public approval of a state constitutional amendment. This includes $7,200 a year for the executive secretary and $10,000 a year for advertising and brochures for out-of-state use.

Gov. Price Daniel vetoed what purportedly was an additional appropriation of $100,000 a year to the state highway department for state advertising because of a legal quirk that, he said, might have limited the department, instead, to less than the $200,000 a year it has been spending.

■ The state advertising bill authorized the highway department to spend money out of the state's general revenue fund for space advertising in periodicals of national circulation and for time on broadcasting facilities.

In making the $100,000 appropriation, the legislature, however, specified the money was to come from the state highway fund. Whether this was an unintentional error or deliberate legislative action to preclude use of the appropriation for space advertising is not known.

But Gov. Daniel vetoed the $100,000 appropriation on the theory that it might limit the $200,000 program already undertaken by the highway department for tourist travel service.

"The wording of [the item in question] is restrictive," he explained in his veto proclamation, "and would cut in half the present program of tourist travel service, and by vetoing this item the department will be able to continue and expand the present tourist travel program under general provisions of the [general appropriation] bill. This is the studied opinion of highway department officials, attorneys and accountants who have examined the wording of the appropriation bill."

■ Until last year the state constitution prohibited Texas from spending any state money to advertise the state. This was a throwback to the conditions of 1876, when the constitution was passed, and Texas citizens were extremely wary of any Reconstructionist activities.

After the voters approved the constitutional amendment by a sound majority, the state senate and house wrangled for a time over whether to set up a special organization, with at least one experienced advertising man to handle tourist and industrial advertising, or to leave it in the hands of the existing state agencies. The compromise settlement came close to the latter. #

Barclay Joins Jingle Workshop

Chuck Barclay, formerly sales manager of Goldswan Productions, jingle producer, has been named sales manager of Jingle Workshop, New York, musical commercial producer. Jingle Workshop is headed by Raymond Scott, composer, musician and formerly musical director of NBC-TV's "Your Hit Parade."

Fred Farwell

RCA Appoints Farwell Its New Marketing Head

Exec Moves from IT&T; Appointment Follows Account Shift to JWT

NEW YORK, Sept. 3—Radio Corp. of America is bringing in an outsider, Fred M. Farwell, as its marketing chief.

Mr. Farwell, who has been with three different major corporations in the past five years, joins RCA Sept. 8, with the newly created title of vp, marketing.

His appointment follows on the heels of RCA's appointment of J. Walter Thompson Co. to handle the bulk of its consumer products advertising (AA, Aug. 24).

Mr. Farwell has been exec vp of International Telephone & Telegraph Co. since May, 1957. Previously, he was president and chief executive officer of Underwood Corp. He came to Underwood in August, 1955, from S. C. Johnson & Son, where he was exec vp and a director.

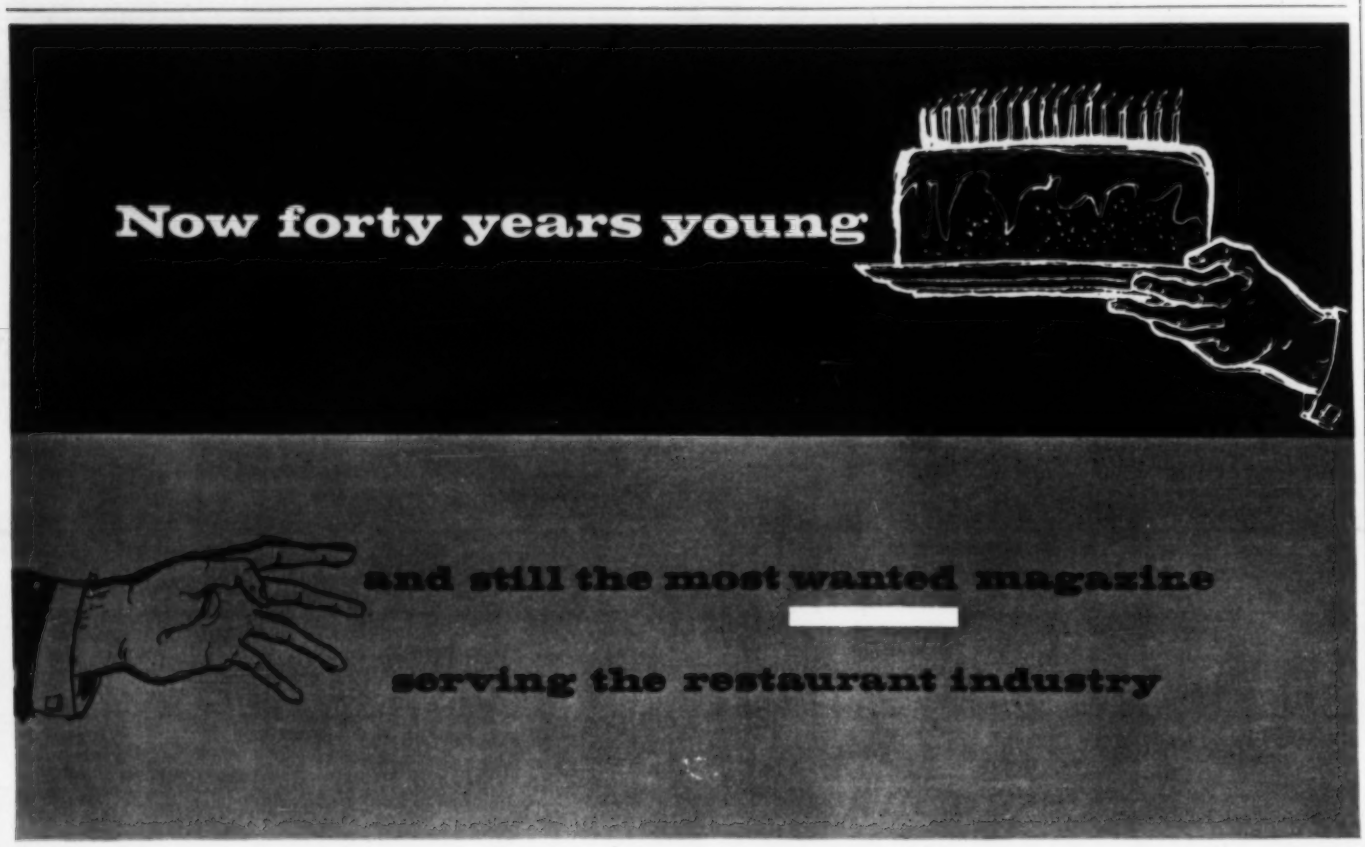
Prior to joining S. C. Johnson in 1951, Mr. Farwell worked for more than 20 years for one company, International Business Machines Corp., where he rose through the ranks to become vp of I.B.M. World Trade Corp., with headquarters in Rio de Janeiro.

■ At RCA, Mr. Farwell "will (1) participate in the formulation of the company's total marketing policies and objectives, (2) work with the divisional marketing organizations on plans, programs and personnel, and (3) provide marketing services in areas and products in which RCA is not currently active."

Dr. Wendell R. Smith, director of marketing research and development; R. H. Coffin, vp, advertising and sales promotion, and P. B. Reed, vp, government business relations, will all report to Mr. Farwell. #

Prime-tex Names Brightman

Prime-tex Corp., Manchester, N. H., has named Julian Brightman Co., Boston, to handle advertising for its new alpha-cellulose innersole.



Reader loyalty is something that gets stronger through the years. Most of today's leading restaurateurs have been reading *American Restaurant* all their business lives. They, in turn, have helped to make *American Restaurant* the dominant publication in the commercial restaurant field.

Their names may be included on many newcomers' mailing lists but a mailing list is no substitute for *American Restaurant's* forty years of experience – living, working and growing with the restaurant industry.

ABC
american RESTAURANT
Patterson Publishing Co. • 5 South Wabash Ave. • Chicago 3, Ill.

RESTAURANT LEADERSHIP PANEL

Creators of "POPS" (Point of Purchase Service) and Restaurant Leadership Panel

get the facts on New York City's
new medium on wheels
OUTSIDE BUS ADVERTISING
Mass coverage of millions, or local showings in one or more of eleven different sections of the city. Phone John J. Woods (ULster 2-5000, Ext. 4768) for rates and availabilities.
NEW YORK CITY TRANSIT AUTHORITY
370 Jay Street, Brooklyn 1, N. Y.

the five MIDWEST UNIT papers

TOTAL COMMERCIAL LINES • 1ST HALF 1959

Source: Farm Publication Reports

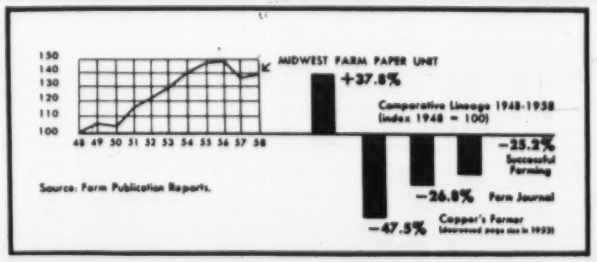
1. Wallaces Farmer	444,064	20. Oregon Farmer	183,610
2. The Farmer	420,131	21. Colorado Rancher and Farmer	169,834
3. Prairie Farmer	400,066	22. Kansas Farmer	168,965
4. Nebraska Farmer	392,477	23. Missouri Ruralist	167,076
5. Wisconsin Agriculturist	351,949	24. American Agriculturist	145,752
6. Dakota Farmer	333,840	25. Farmer-Stockman	121,656
7. Ohio Farmer	319,502	26. Rural New Yorker	117,977
8. Progressive Farmer	308,550	27. Southern Planter	108,765
9. Arizona Farmer	297,379	28. New England Homestead	105,694
10. Michigan Farmer	267,170	29. Capper's Farmer	103,243
11. Hoard's Dairyman	264,911	30. Kentucky Farmer	101,358
12. Pennsylvania Farmer	251,587	31. American Fruit Grower	92,237
13. Montana Farmer-Stockman	241,151	32. Farm and Ranch—Southern Agriculturist	87,247
14. California Farmer	217,268	33. Western Farm Life	86,206
15. Successful Farming	216,420	34. Poultry Tribune	84,123
16. Farm Journal	203,696	35. National Livestock Producer	81,544
17. Idaho Farmer	197,897	36. Better Farming Methods	65,464
18. Utah Farmer	195,015	37. American Poultry Journal	37,956
19. Washington Farmer	187,485		

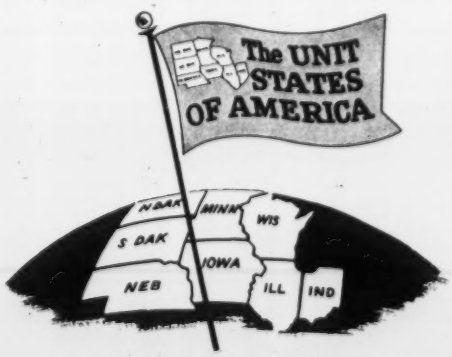
TOPS IN LINAGE among all farm papers for the first 6 months of 1959. Tops in prestige in the richest farm market in the world.

Midwest Unit Farm Papers are the first choice of farm families in this $11 billion market. First choice of farm market advertisers who want *local* impact . . . the high readership of *local* editorial content. Follow the leaders to the Unit States of America. Ask us about *local* merchandising tie-in services for your advertising.

Swing to Midwest Unit continues into second decade

The 10-year chart below shows the consistent long-range gains of Midwest Unit Farm Papers.





ONE ORDER • ONE PLATE • ONE BILL • AT A SUBSTANTIAL SAVING IN RATES

MIDWEST UNIT *Farm Papers*

ADVERTISE MOST WHERE FARMING IS BIG BUSINESS...AND GOOD LIVING

ADDRESS: Midwest Farm Paper Unit, Sales offices at: 35 E. Wacker Drive, Chicago 1 ...250 Park Avenue, New York 17, N.Y....110 Sutter Street, San Francisco 4...159 South Vermont Ave., Los Angeles 4

Bon Ami Aims to Rehatch via $1,000,000 TV Buy

New Management Sets Drive; Company Works to End Legal Hasseling

NEW YORK, Sept. 3—That Bon Ami chick, which "hasn't scratched yet" in the kitchen, is trying once again to claw its way back into the cleanser business.

This week Bon Ami Co. marked its return to the ranks of major television advertisers by signing a reported $1,000,000 contract with National Broadcasting Co. covering a 52-week participation on the Jack Paar show. Three participations weekly are scheduled; the first one due to break tonight.

The tv push will be augmented with page ads this fall in about six consumer magazines and about a dozen grocery trade and institutional publications.

Products to be advertised are Bon Ami cake and powdered cleanser, Jet Spray Bon Ami and two new products, All Purpose, a liquid cleaner, and Dust-N-Wax, for cleaning and polishing furniture.

■ Thus the company, which was founded in 1884 by a Connecticut farmer, hits the comeback trail after a period of withered sales, deficit operation, and several recent management changes. It is a sick chick indeed, peeping bravely out of its half-shell.

Bon Ami Co., during its three-quarter of a century history, has probably never been in as much trouble as it has within the past five years. The problems have embraced legal, financial, corporate, marketing and advertising sore spots.

On the advertising front, for example, after 11 years with Batten, Barton, Durstine & Osborn, there were five agencies on the scene in a little more than three years: Norman, Craig & Kummel; Ruthrauff & Ryan; Kastor, Farrell, Chesley & Clifford; Weiss & Geller and, since last fall, Cole Fischer Rogow Inc.

• Another agency—Kastor, Farrell (now Kastor, Hilton, Chesley, Clifford & Atherton)—took on the new products division in October, 1957, with the virtual assurance that it would shortly get the rest of the account as well. Nobody was more surprised when the business went to Weiss & Geller in February, 1958. Kastor, Farrell promptly resigned the account.

President Max Geller explained his agency's unexpected choice thus:

"I sold a formula of operations that has been successful in other business ventures. While they valued and prized my advertising know-how, my experience as the head of corporations and the fact that I know how to spend my own money were an overwhelming factor in their choice."

■ About six months later, Weiss & Geller filed a breach of contract suit asking $115,144 for services rendered, and attached a $56,000 Bon Ami bank account, as the account—under new corporate management—went to Cole Fischer Rogow.

Bon Ami retaliated with a counter action for $186,348 damages, calling Weiss & Geller's services "entirely inefficient and unsatisfactory" and charging that its advertising contract with the agency was null and void because of the relationships between Max Geller and the former Bon Ami management. This charge included the naming of Mr. Geller as a director of United Dye & Chemical Corp., which then controlled Bon Ami, and the statement that Mr. Geller was among a group which unsuccessfully sought to buy control of the company.

At the time of the Weiss & Geller appointment, both W&G and the client denied that the agency had any financial interest in Bon Ami.

Last November, Weiss & Geller accepted $40,000 in settlement of its suit, "to the complete satisfaction of all parties involved."

■ The company's new management, which moved in to the picture in July, 1958, is headed by industrialist R. Paul Weesner. Mr. Weesner, who started in the grocery field, is an ex-barnstorming stunt flyer and among the pioneers in the non-scheduled airlines business (mostly cargo). He is still active in airlines and has other interests in a Caribbean hotel and a Miami discount house.

Cole Fischer Rogow got into Bon Ami right through the front door. It started by subleasing some Bon Ami space, then followed up by landing the account. And the agency's president, Arthur A. Fischer, subsequently wound up on the Bon Ami board of directors.

The present management also has inherited a rash of stockholder suits and financial headaches from the days when Alexander L. Guterma and United Dye & Chemical Corp.'s president, Virgil D. Dardi, were in control (United Dye is now known as Chemoil Industries).

■ One of the principal suits charges that Mr. Guterma and Mr. Dardi caused Bon Ami to purchase motion picture films and rights from a Panamanian company headed by Sotiris Fassoulis for about $1,000,000 cash, although the films and rights (1) had previously been bought by Mr. Fassoulis for about $150,000, (2) were later valued at $200,000 and, (3) at the time of sale to Bon Ami "were worth less than $100,000."

■ Mr. Weesner told the annual meeting recently that sales this year were expected to be between $6,000,000 and $6,500,000. With a new package and formula (Oxone) Bon Ami cleanser sales in 1959 are reported 18.5% ahead for the first half. #

General Outdoor Acquires Mexican Outdoor Company

Big Outdoor Operator Became Canada Factor in Buying Claude Neon

CHICAGO, Sept. 3—General Outdoor Advertising Co. has expanded its operations into Mexico.

GOA has acquired all of the outstanding stock of Vendor S.A., Mexico City, which GOA says is the largest outdoor ad company in Mexico. GOA declined to reveal the price it paid for Vendor.

Vendor will continue to be operated by its present management. Vendor plans to open branch offices in Guadalajara, Monterrey and Vera Cruz, although the company has had operations in all of the principal cities of Mexico.

■ The Mexican acquisition greatly enhances GOA's position among outdoor companies in North America. Recognized as the largest outdoor company in the U.S., GOA is in a powerful position in Canada through its ownership of Claude Neon General Advertising Ltd. of Canada. #

"THE END" BLEND—*Butter-Nut coffee's use of "30 more blends of coffee beans" than any other maker uses is the focal point of r.o.p. newspaper ads introducing the brew in Northern California. Coins in the cans are aiding this push (Story on Page 2).*

Ruppert Seeks New Agency to Replace Compton

6 Prospects Interviewed for $2,000,000 Account at Compton Since '58

NEW YORK, Sept. 3—Jacob Ruppert, brewer of Knickerbocker beer, is looking for a new agency. Compton Advertising has handled the account since Feb. 1, 1958.

At the brewery it was confirmed that some of its executives have called on a few agencies, but it was emphasized that no decision has been made on whether to shift the account. But it was admitted that brewery executives have visited six agencies informally. The brewery refused to release any names. One is reportedly Norman, Craig & Kummel.

When Ruppert moved its account from Biow Co. three years ago, it will be recalled that it was apparently scheduled to go to Compton. But there was a weekend shift and the account went to Warwick & Legler (AA, Feb. 13, '56). Then in November, 1957, the Ruppert account was moved to Compton, effective the following February (AA, Nov. 25, '57). At that time the account billed about $3,000,000.

■ Today, the brewery's ad budget is about $2,000,000. Last year Ruppert spent $1,137,160 for tv spot advertising, $40,854 in newspapers, $475,000 in outdoor, and about $300,000 in point of sale.

The brewer's barrelage figures have dropped each year since 1953, when it was 2,005,000. In 1954 it fell off to 1,769,000; in 1955 to 1,638,000; in 1956 to 1,539,000; in 1957 to 1,490,000 and in 1958 to 1,450,000. #

M-F in S. F. Drive

M-F instant chip dip, a product of Milk Foods Inc., Modesto, has started initial San Francisco Bay Area advertising, prepared by Beaumont & Hohman, with a series of radio and tv spot announcements. Following a market-by-market plan, M-F is now being distributed nationally. San Francisco Bay Area advertising is tied in with Granny Goose potato chips inasmuch as M-F is distributed by Granny Goose and is displayed on Granny Goose racks at grocery stores.

Sunbeam Uses TV, Dailies, Magazines to Push Appliances

CHICAGO, Sept. 3—Sunbeam Corp. today unveiled its new Dual Deluxe vacuum cleaner and other new electric "portable" appliances which make up the company's 1960 line.

The new vacuum cleaner—the first to be manufactured by Sunbeam—will sell for $89.95. It features a turbine-driven brush and has a 1.5 hp motor.

Other new products shown by Sunbeam today included three shavers (two are for women), an electric can opener, hair dryer, four electric clocks and two electric drills.

■ Sunbeam will use television, magazines, newspapers and newspaper supplements to promote the new products. The company will continue co-sponsorship of "What's My Line" on CBS-TV, and will take over sole sponsorship of the Sunday night quiz show from Oct. 25 to Jan. 1 (Kellogg Co. currently is the other co-sponsor).

Pages and half pages are scheduled in September issues of *Good Housekeeping*, *Look* and *The Saturday Evening Post*. An extensive campaign in newspapers will start around Sept. 15 with the first ad breaking in the *Los Angeles Times*. All of the ads will be pages in black and one color and will appear in markets where the vacuum cleaner has distribution. Sunbeam expects to have national distribution of the vacuum cleaners by Nov. 1.

■ Sunbeam has planned page ads in *American Weekly* and *This Week Magazine* in December to promote electric clocks as a Christmas gift.

Perrin-Paus Co., Chicago, is Sunbeam's agency. #

Rose Marie Reid Gives Bigger Ad Role to Dailies

(*Continued from Page 2*)

Latin-American market; *Vogue* in England, France, Union of South Africa, Rhodesia and New Zealand; *Annabelle*, *Illustre*, *Sie und Er* in Switzerland; *Bellezza* in Italy; *Harper's Bazaar* in England, and *Constanze Mode* and *Film & Frau* in West Germany.

■ Next spring the company will advertise its junior swimsuit line with 30x40" blowups of the issue of *Seventeen* and the May and June issues of *Ingenue*.

Newspapers will play a bigger role in Reid's new campaign. The company last year used newspapers experimentally in Atlanta, Chicago, Los Angeles, New York and San Francisco (AA, April 20) and found them so successful, according to Shirley McWilliams, the ad director, that it will use newspapers in 11 cities during the winter and spring, beginning in January.

■ Something new in Reid's advertising this fall is national advertising of its Marina Del Mar line.

This year the line will get wider distribution and will be advertised with color pages in the April, May and June issues of *Glamour* and *Mademoiselle*. Extensive point of sale material will also support this line.

Anderson-McConnell Advertising, Los Angeles, was appointed this past June to handle Western Miss, the sales subsidiary Reid has formed to handle the Marina Del Mar line.

Carson/Roberts is the agency for Rose Marie Reid. #

Anderson Hewitt Leaves K&E; No Plans Announced

NEW YORK, Sept. 2—Anderson F. Hewitt, top management executive at Kenyon & Eckhardt, has resigned. The agency reported he was frustrated at his lack of creative work.

Mr. Hewitt was a senior vp, a director and a member of the all-important executive committee of K&E. He joined the agency six years ago, when K&E was billing $40,000,000. It billed $90,000,000 last year.

■ Mr. Hewitt had multi-account responsibilities at K&E. His resignation follows by exactly one year the departure of Don Miller, also a senior vp with multi-account responsibilities. Messrs. Miller and Hewitt had shared account management responsibilities at the agency.

Anderson Hewitt

One account Mr. Hewitt did not work on was Radio Corp. of America, which is leaving K&E at the end of the year (AA, Aug. 24). An account he did service was Equitable Life Assurance Society, which left K&E Feb. 1. Equitable's move to Foote, Cone & Belding came as a surprise to Mr. Hewitt and K&E.

■ Andy Hewitt has long been associated with the Chase Bank account. The Chase National Bank account followed him to K&E in 1953. Chase was merged with the Bank of Manhattan to create the Chase Manhattan Bank. K&E handles the bank's institutional advertising. It has created the widely acclaimed "nest egg" campaign.

Mr. Hewitt is expected to wind up at another large shop. The Madison Ave. grapevine already has him ticketed for McCann-Erickson, the agency where he began his advertising career in 1931.

■ A product of Phillips Exeter and Princeton, Mr. Hewitt was a copywriter at McCann before moving to the old J. Sterling Getchell agency in 1935. He was a copywriter and account executive at Getchell for three years. In 1938, he joined J. Walter Thompson Co. He put in four years as a Naval air officer and returned to JWT after the war. He worked for JWT in New York, Chicago and San Francisco.

In 1948, Mr. Hewitt joined with David Ogilvy in launching Hewitt, Ogilvy, Benson & Mather, the last two names on the door standing for two British agencies. They built a $10,000,000 agency before agreeing in 1953 that they could not work together.

■ Last fall, in a talk to a meeting of the American Assn. of Advertising Agencies, Mr. Hewitt explained what K&E expects from an account executive and illustrated it with a story from his own experience:

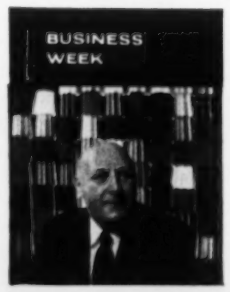
When he was younger, he said, he came in from J. Walter Thompson's San Francisco office and boasted of his accomplishments to Stanley Resor.

"I said 'I did this,' and 'I did that,' and when I had finished Mr. Resor said mildly, 'Did you really do all that by yourself? And wouldn't *anyone* help you?'" he recalled. #

Coast to coast, management's host

Many executives (perhaps you, too) make it their business to stop at a Sheraton hotel. Coast to coast, Canada, even in Hawaii . . . they know the Sheraton marquee means their special kind of service. And understandably so, for behind this organized hospitality is a man of their own stamp, Sheraton President Ernest Henderson. He thinks as they do, understands what they want. Why, he even reads the same management magazine they do . . . Business Week.

So, too, many of his associates. But this shouldn't surprise you, for management men everywhere vote Business Week "most useful" of all general-business and news magazines. And, apparently, "most useful" in their selling, as well . . . for again in 1959, Business Week leads all general-business and news magazines in total advertising pages. *A McGraw-Hill Magazine—Member Audit Bureau of Circulations.*



YOU ADVERTISE IN BUSINESS WEEK WHEN YOU WANT TO INFLUENCE MANAGEMENT MEN

If you buy

ART & TYPE

and photography, get ART DIRECTION, The Magazine of Creative Advertising. It's a monthly magazine with a fabulous visual report of WHAT'S NEW—WHAT'S BEST.

Published since 1949, issues average over 120 pages of tremendous value as an art and idea source. Only $6.00 a year for twelve issues; $10.50 for 24 issues.

get **ART DIRECTION**

A12, 19 W. 44th Street, New York 36, N. Y

Two to Domestic Engineering

Robert Almassey and Don Duffy have joined the sales staff of Domestic Engineering Co., Chicago. Mr. Almassey, formerly with Schick Inc., will represent *Domestic Engineering*, and Mr. Duffy, formerly with U.S. Steel Supply Co., will represent *Domestic Engineering Catalog Directory*. Robert Haglund, former salesman, has been appointed assistant sales manager of the two publications.

SWINGLES. CUSTOM MADE ONLY $58 U.S. only

the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call.

THE JINGLE MILL • 201 West 49 St., N.Y. 19, N.Y. PLaza 7-5730

British Advertisers, Agencies Protest 'Unjustified' TV Rate Hikes

New Rates Represent 10%-20% Increase, Says Advertiser Society

LONDON, Sept. 1—British advertisers and agencies are up in arms over the decision of television program contractors to increase advertising rates up to 20% during peak time periods.

Despite unanimous condemnation by groups representing advertisers and agencies, the program companies are standing their ground and refusing to alter their decision.

It is one of the biggest rows in recent British advertising history. Some advertisers have even threatened to pull out of tv.

■ Under the British system of commercial television, transmitting facilities are owned and controlled by the Independent Television Authority (ITA), a government-appointed body. It leases the transmitters to contractors, which provide the programs and receive their revenue from selling advertising time.

There are now eight program companies operating, and seven of them—the exception is Southern Television Ltd.—have announced rate increases.

The Incorporated Society of British Advertisers (ISBA), representing advertisers, and the Institute of Practitioners in Advertising (IPA), representing agencies, have both criticized the new peak time rates.

The ISBA advised its members that the rates, which come into effect before the end of this year, will be 10% to 20% higher than present rates.

■ "To a very limited extent these increases have been offset by reductions in the cost of air time during less popular viewing periods," it said. "Assuming, however, that the demand for air time is maintained at the present level, the net gain by the program companies in terms of advertising revenue has been estimated to be of the order of 8%."

The gross trading profits announced for this year by three of the main program contractors—Associated TeleVision Ltd., Associated Rediffusion Ltd. and ABC Television Ltd.—are considerably in excess of those for 1958, ISBA pointed out. For the eight program companies gross profits are now around £20,000,000 ($56,000,000) per year.

Many advertisers, said ISBA, are greatly disturbed by this "follow my leader" move on the part of the program contractors to increase their profits still further.

■ "One obvious effect of the rate increases is to penalize the small advertiser. If he wishes to use the medium, he must resort to air time at periods when viewership is smaller, more specialized and probably very much less effective," said ISBA.

"Moreover, as the greater viewership claimed by the program companies does not involve them in any additional operating cost, the increase in rates is quite illogical."

■ Typical of the new rates is that announced by Granada Television Network Ltd., which provides programs in the North of England on weekdays.

It proposes charging advertisers $3,416 per minute between 7:25 p.m. and 10:35 p.m., instead of the current $2,842 per minute between 7:25 p.m. and 10 p.m. and $1,764 per minute between 10 p.m. and 10:35 p.m.

On the other hand, Granada has reduced its off-peak rates between 5 p.m. and 5:25 p.m. from $1,106 per minute to $1,064 and between 6:30 p.m. and 7 p.m. from $1,764 to $1,330 per minute.

These new rates will go into effect Sept. 28 in the area where Granada claims to serve 2,326,000 homes.

■ The round of increases was started by Associated Rediffusion Ltd., which provides weekday programs in London and weekend programs in the Midlands.

A-R's advertisements controller, Brian Henry, said the company had examined the new rates carefully and had found them "entirely defensible."

Mr. Henry went on:

"Many critics confuse the advertising rates with the program contractors' profits; hence their criticism of the timing of the announcement (following the recent announcement of the profits).

"They overlook the fact that we all have firm commitments to provide the best possible service up to the end of 1964, whatever the state of our revenue."

■ Prince Littler, chairman of Associated TeleVision Ltd., which provides weekend programs in London and weekday programs in the Midlands, also seemed worried about the future.

He told shareholders last week that although advertising revenue had increased last year, the saturation point might soon be reached. He said that the cost of programs has continued to rise and he warned shareholders that it might become difficult to maintain the "present extremely high level of profitability."

■ The Institute of Practitioners in Advertising described the new rate increases as "sudden, sweeping and largely unexplained," and said they "can only make for bad relations and disjointed working."

Saying the IPA was bound to be concerned with "an action which has given so much dismay to most of its members," it went on: "The institute is concerned with two questions that arise from this matter. First, the preservation of good general relationships between media proprietors, agencies and advertisers, without which the machinery of advertising cannot function smoothly. Second, the good name of advertising amongst the general public, and in particular with the influential sections of the community which guide the formation of that opinion.

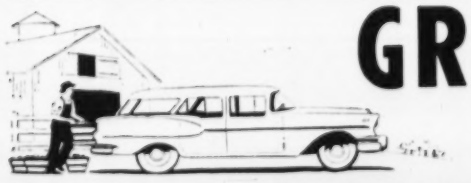
"On the first ground the

OUI! OUI!

You're always sure of quality when you USE THE SERVICES OF CENTURY ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B&W and Color Proofing
Duplicate Photoengravings

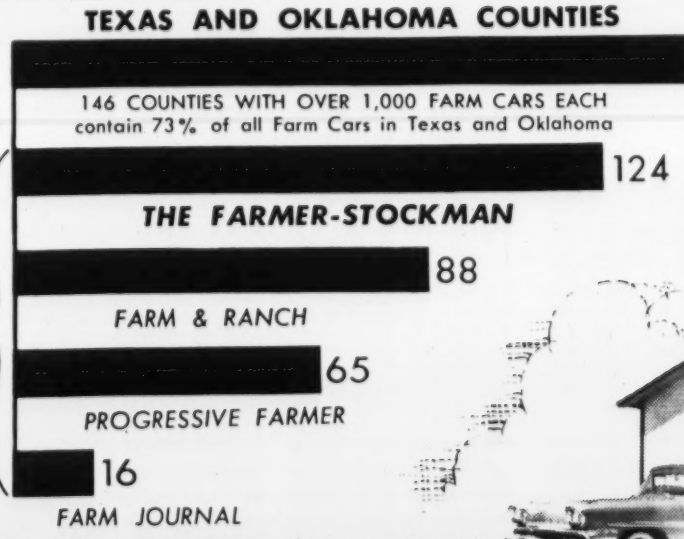
160 East Illinois Street, Chicago 11 • DElaware 7-1541



GREATEST COVERAGE
Where Farm Cars Count Most...

NO. 5 OF A SERIES

TEXAS AND OKLAHOMA COUNTIES


146
146 COUNTIES WITH OVER 1,000 FARM CARS EACH contain 73% of all Farm Cars in Texas and Oklahoma
124
THE FARMER-STOCKMAN
88
FARM & RANCH
65
PROGRESSIVE FARMER
16
FARM JOURNAL
NUMBER OF COUNTIES IN WHICH PUBLICATIONS HAVE OVER 75% COVERAGE OF FARMS...

TEXAS AND OKLAHOMA comprise the greatest area for farm cars in the nation! Texas has more farm owned automobiles than any other state. Texas and Oklahoma combined have 50% more farm cars than Iowa, the second state in rank.

THE FARMER-STOCKMAN gives the best possible farm coverage in Texas and Oklahoma.

Send for similar data on other farm equipment, livestock, crops, poultry, irrigation and farm income.

436,476 paid subscribers

The Farmer-Stockman
OKLAHOMA CITY • DALLAS

J. H. Hunter, Advertising Director

400 N. Michigan Avenue, Chicago 11, SUperior 7-6145
4321 N. Central Expressway, Dallas 5, LAkeside 1-3121
420 Lexington Avenue, New York 17, MUrray Hill 4-3340
500 N. Broadway, Oklahoma City 1, CEntral 2-3311

institute is disturbed, and many of its members have made individual protests, that so little was put forward by way of justification for these rate increases. . . .

■ "On the second point the institute fears a bad effect in the public mind about advertising in general from the fact that large increases, unexplained and so not understood, should be made so close in time to the announcement of what are regarded as high profits earned by the tv contractors.

"Supply and demand, even in a quasi-monopoly situation, will in the end settle the rate question. But the institute is concerned that all the bodies that constitute advertising shall endeavor to work together to build the public understanding and respect of advertising."

■ The reference to the recent announcement of the profits of the contractors was to a report by the Parliamentary committee on public accounts. It reported a few weeks ago that the program companies' joint revenue last year was $112,000,000, which gave them a trading profit of $56,000,000.

The committee considered that as experience had shown that the contractors could undoubtedly afford to pay higher rentals for transmitter facilities, future contracts between them and the ITA should take full account of their capacity to pay.

The committee also suggested that, in the future, facilities should be leased to the highest bidder, providing the bidder had the standing and technical and financial capability to provide television services.

■ George Cooper, sales director of ABC Television Ltd., contended that many of the "sweeping criticisms" of the new rates stemmed from an "emotional reaction to any changes" and an "unrealistic appraisal of the ups and downs of the new rate cards."

The important thing, said Mr. Cooper, is that the unit cost, which has never been under fire in the past year, will be approximately the same in the coming year.

■ Some big television users are said to be considering whether television would continue to be economic for their campaigns if the new rates come into effect. Some leading agencies have already called the representatives of the contractors for talks following these rumors.

Among the big advertisers critical of the new rates are Colgate-Palmolive, Thomas Hedley and Shell Mex & BP.

• "We feel really hot under the collar about this," said Gordon Hidden, Colgate advertising manager. "I cannot think of anything in the field of media since the war that has created such an upheaval."

• Said Vernon Nye, advertising manager of Shell Mex & BP:

"The program contractors are in a position of having a monopoly and therefore are able to charge what they believe the traffic will bear.

"So far as petrol is concerned, we are constantly weighing the comparative values of the media available to us, and if we find that television is too expensive, compared with other forms of advertising, we will not hesitate to drop it."

• A spokesman for Thomas Hedley & Co., the British subsidiary of Procter & Gamble, said: "Generally speaking, we can see no justification for these increases."

■ Among the agency executives who have been strong in their criticism of the new rates are William E. McKeachie, chairman of McCann-Erickson Advertising Ltd., and Walter Graebner, managing director of Erwin Wasey, Ruthrauff & Ryan Ltd.

Mr. McKeachie conceded that contractors are not simply out to "get the advertiser for all he is worth or take advantage of a monopoly situation" and noted that they are faced with rising costs and other problems. But he said:

"However, in view of their large profits, it is hard for the advertiser, who pays the bill, to believe that they are operating sufficiently close to the line to warrant these latest in a long series of increases." #

sell a QUARTER OF A MILLION

☑ professional businessmen ☑ discriminating buyers ☑ homeowners
☑ sports enthusiasts ☑ frequent travelers ☑ independent investors
☑ community leaders

sell a quarter of a million DOCTORS every other week in the

AMA NEWS

the doctor's own newspaper

Published by the **American Medical Association** • 535 North Dearborn Street, Chicago 10, Illinois

MEN* ARE SOLD IN THE MORNING ...that's the TREND in Buffalo

You can take the word of Buffalo mens' stores for that fact. In 1958 they placed 72.6% of their *daily* advertising linage in the Courier-Express—74.8% of the total with Sunday insertions included.

And this steadily growing trend is by no means new. Here are the men's store advertising figures for Buffalo from 1948 to 1958:

Daily Courier-Express	UP 14.6%
Sunday Courier-Express	UP 145.1%
Evening Paper	DOWN 30.9%

Similar figures in many other classifications clearly indicate that whether you sell men—or women—or both, your advertising will do a powerful selling job in the Courier-Express.

FOR MORE ADVERTISING FOR YOUR DOLLAR—concentrated on those with more dollars to spend—use the *Morning Courier-Express*. It reaches nearly half the families in ABC Buffalo—over one-third of all those in the rich 8-County Western New York Market.

FOR SATURATION—use the *Sunday* Courier-Express—the state's largest newspaper outside of Manhattan. It blankets the 482,108 families in Buffalo and the eight surrounding counties.

***WOMEN, TOO!**—The *Morning* Courier-Express carries 65.8% of *daily* women's store linage in Buffalo—74.1% of the total when Sunday is included.

ROP COLOR AVAILABLE BOTH DAILY AND SUNDAY

Buffalo Courier-Express

Member: Metro Sunday Comics and Sunday Magazine Networks
Representatives: Scolaro, Meeker & Scott
Pacific Coast: Doyle & Hawley

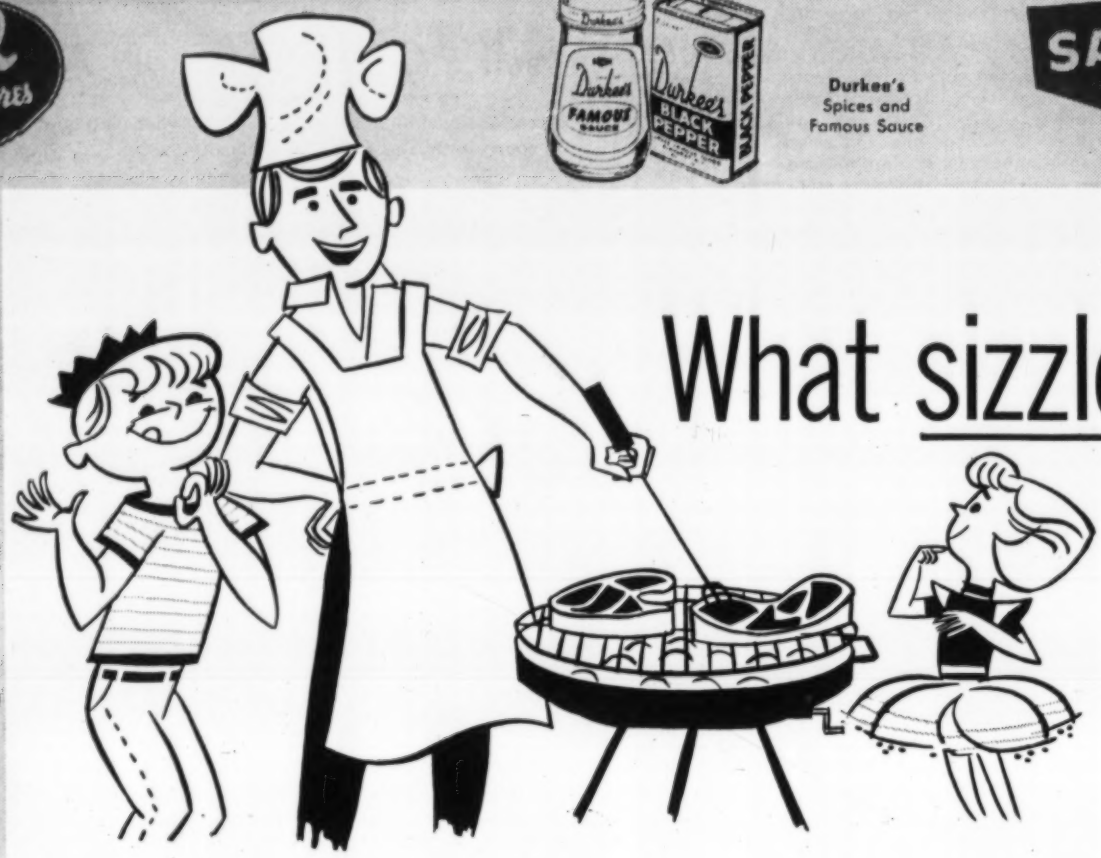
Jewel Food Stores

Durkee's
Spices and
Famous Sauce

SAFEWAY

MILLER'S
SUPER MARKETS

Kroger
LIVE BETTER FOR LESS



What sizzles when "IT'S

SALES SIZZLE!

Red-hot sales resulted when seven major food manufacturers joined with Better Homes & Gardens to promote the idea, "It's Cookout Time."

Heart of the promotion was a special 10-page, four-color advertisement in June, 1959, issue of BH&G. The pages were perforated for easy removal by readers. And the bottom half of each page advertisement contained recipes, punched to fit the Better Homes & Gardens Cook Book (by far, the best-selling cookbook of all time—more than 7 million copies have been sold to date).

BH&G conceived the promotion, then not only sold it to participating advertisers but also "sold" it to food retailers for their promotion as detailed at right. The magazine created, printed and distributed promotion materials, and coordinated all advertising activity by the participating manufacturers.

The great sales result in stores all over the country proves again that there is nothing so powerful as an idea . . . especially when it appears in Better Homes & Gardens, the *family idea magazine.*

READERS RESPOND!

The famous clipping action of BH&G readers was immediately evidenced. Within 2½ weeks after the magazine went on sale, fully 2,250,000 readers had clipped or intended to clip one or more pages from the Cookout unit. 62% of BH&G's male audience and 83% of the women had read the Cookout unit by that time.*

Within 2½ weeks after the Cookout unit appeared, 760,000 men and women readers had used 1,350,000 recipes or ideas from it. Another 660,000 men said they will try one or more of the ideas or recipes.*

RETAILERS PROMOTE!

For retail tie-in use, BH&G prepared store promotion kits. Each comprehensive kit contained advertising and editorial reprints, theme banners, department posters, shelf talkers, product banners, local advertising aids, etc.

7,000 store kits were ordered by 5,700 food retailers. These included 11 Kroger divisions, 10 Safeway divisions, Super Valu (600 stores), The Fleming Company (570 IGA stores), and Jewel Tea (225 stores).

413 newspaper advertisements were run by retailers, featuring direct tie-ins with the promotion. This totaled to 551 pages of space.

According to 568 store reports, "It's Cookout Time" brands were featured in 1,814 displays. These were either in tumble bins provided by BH&G or in other special display set-ups.

Retailers also promoted the sale of three BH&G

Good Seasons
Salad Dressing Mix

IGA

Heinz
Hamburger Relish

During the year... 1/3 of America reads

Eisner Food Stores

piggly wiggly

Penick & Ford
Brer Rabbit Molasses

NATIONAL FOOD STORES

Heinz
Hot Dog Relish

SAVE AT WINN DIXIE FOOD STORES

Better Homes & Gardens says, COOKOUT TIME"

Books: the Cook Book, the Salad Book, and the new Barbecue Book. After seeing these three books featured in the Cookout Time issue, 80,000 men and 100,000 women reported they had bought a BH&G Book—a total of 180,000 books sold in just 2½ weeks after the magazine appeared.*

The promotion paid off for retailers. Miller's in Denver reported an increase over 20% in several departments. An Albertson's unit in the Pacific Northwest said, "We had one of the best weeks ever." Kroger's Detroit division commented, "Terrific idea!" And Jewel Tea in suburban Chicago said, "The BH&G Cookout display moved an *exceptional* amount of the advertised products."

ADVERTISERS PROFIT!

"During the month after your June issue appeared, we had a sales gain of 22% for Worcestershire Sauce—*the largest single monthly increase we've ever had.* The ad also pulled a tremendous number of requests for our Cook Book," says Stuart Duncan II, Advertising and Sales Manager, Lea & Perrins. "*Our feeling is that this was the most successful magazine promotion we ever participated in.*"

Ripe olives were advertised in the Cookout unit. A Libby branch manager, M. H. Miller, reports: "Kroger here (Chicago) is tying-in with the BH&G Cookout promotion . . . and placed an order for their *first carload* of Libby's Ripe Olives—2,700 cases."

Cookout advertisers got 1,085 brand mentions in the 551 pages of tie-in advertising run by retailers.

50,000 packages of Sara Lee All Butter Chocolate Brownies were reported used by BH&G readers within 2½ weeks after the June issue appeared.*

300,000 Good Seasons recipes were tried by BH&G readers within 2½ weeks after the issue was released. This meant $52,500 in store sales of Good Seasons Salad Dressing Mix.*

*Source: *Field work by National Field Service, a division of Alfred Politz Research, Inc. Projections are based on Publisher's Estimate of Circulation of June, 1959.*

Olive Advisory Board
Ripe Olives

MARSH

A&P

Mayfair SUPER MARKETS

Coming in June, 1960

A Bigger, Better Cookout Promotion!

Phone your Better Homes & Gardens representative for full details today!

Sara Lee
Brownies and
Quality Cakes

..the family **idea** magazine

MEREDITH
OF DES MOINES...

America's biggest publisher
of ideas for today's living and tomorrow's plans

GRISTEDE'S

Lea & Perrins
Worcestershire Sauce

ps purity

SUPER VALU

The Editorial Viewpoint . . .

A Fast-Moving Business

It's an interesting indication of how fast things move in this marketing business that last week, as ADVERTISING AGE printed its profiles of 100 leaders in advertising expenditures, it carried along with them the notation that all of the profiles had been submitted to the companies involved for correction of possible errors of fact.

"But," said the story, "things move fast in the advertising business—even as the profiles were being printed, at least one big change occurred: Radio Corp. of America announced the switch of a $12,000,000 segment of its account to J. Walter Thompson Co. . . ."

And even as that and other corrections in the 100 leaders were being noted, Corn Products changed its marketing personnel setup, and numerous other changes occurred in the list.

Moral: Facts change with remarkable speed in this business.

Preventing Use of Advertising

Reprinted without comment from last week's "In Washington" column:

"The court of appeals here has refused to grant a further postponement in enforcement of a Commerce Department rule which prohibits persons who practice at the patent office from using advertising. That means the ban is now in effect and that there is only an outside chance that this form of advertising will be salvaged by new legal maneuvers.

"After years of pressure from the legal profession, former Secretary of Commerce Sinclair Weeks signed the advertising ban last October, but it was suspended while a non-lawyer who practices at the patent office tried to convince the courts that the rule was an unnecessary and arbitrary interference with the operation of his business.

"Some sources estimate about $300,000 is involved, mostly for a select list of publications which are read by mechanically and scientifically minded individuals."

That's What He's Hired for

A reader complains that copywriters looking for new jobs seldom have outstanding samples to show prospective employers because they seldom get a chance "to create a distinctive campaign or an award-winning ad."

We shall reserve our sympathetic tears for a more worthy occasion.

"Even after several years," our reader complains, "the copywriter is still penning what the client, ad manager or account executive wants him to write. He cannot produce the clever imaginative ads that would assure him a better job . . ."

This is juvenile hogwash. Copywriters are hired to help write ads that sell whatever their clients are selling. Nobody in his right mind consciously hires them so they can write "clever imaginative ads" that will help them get more money elsewhere.

The Two Faces of Firestone

Firestone has been raising a good deal of fuss in radio and television circles because of its burning desire to present relatively high type music with modest institutional pitches for its company and its products. It has been highly vocal over its annoyance at the crass commercialism of networks which displace its program because it has only limited audience appeal. And Firestone has just purchased a 14-time special on CBS featuring the Eisenhower-Krushchev exchange of visits.

Yet this high-minded advertiser turns into something else when it gets over to the retail side, as one AA reader commented last week. It runs tire ads that tell all or most of the facts, but with layouts that attract attention by keeping the salient facts under cover.

The ad our reader objected to, which we also take exception to, is a full page headlined boldly, "Firestone complete set offer, 4 for $44.44." Turns out, on reading the smaller and finer type, that this is a recap price, "applied on sound tire bodies or on your own tires." Yet the page turner finds no mention of recaps in the big display type that dominates the page.

What is there that induces a company to go to such extremes in its advertising presentations?

# # #

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 1709 W. 8th St., Los Angeles 17 (HU 3-0561); 703 Market St., San Francisco 3 (DO 2-4994); 520 S. W. Sixth Ave., Portland 4, Ore. (CA 6-2561); 99 W. Bethune, Detroit 2 (TR 2-7211).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jariath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Murray E. Crain, Merle Kingman.**

Associates: New York—**Charles Downes, Lawrence Bernard, Phyllis Johnson, Denis Higgins.** Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, John S. Lynch, Lawrence E. Doherty.**

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **Malcolm P. Austin**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, Alfred S. Reed, Alfred Maleeki, B. Richard Weston.** Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett.** Los Angeles: (Simpson-Reilly Ltd.) **Walter S. Reilly, James March, William L. McRae.** San Francisco: (Simpson-Reilly Ltd.) **Wayne Stoops.** Portland: (Frank J. McHugh Co.) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co.) **Thomas A. Knowles.**

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Gladys the beautiful receptionist

—William Arter, Byer & Bowman Advertising Agency, Columbus, O.

"The copy department wants a word that's quicker than instantaneous."

What They're Saying . . .

English . . . as Spoke

International Business Machines now has a computer that understands English or, at least, a language very similar to English . . .

This is a highly interesting development. For if IBM can produce a machine that understands English it cannot be far from producing a machine that speaks English.

Substituting such a machine for some tv announcers and some tv actors (even for some editorial writers) will be a considerable advance. Then the moppets who appropriate the electric fan as well as the tv set (and thereby force the old man to listen to programs of their choice on hot summer weekends) will be exposed to good English . . .

One hardly expects a tv cowboy to speak in the manner of an Oxford don. In fact, one no longer expects a tv cowboy to act in the manner of a cowboy. Still, making due allowance for the colloquial, one doubts if real cowboys were as illiterate and ungrammatical as their synthetic tv successors.

We don't hold with the strict, formal, school of English usage. We prefer a living, developing, vibrant language. But that ain't what tv is giving us on far too many shows. And now we'll send this effort to our editorial page colleague with the request that he check our grammar carefully.

—From an editorial in the Chicago Sun-Times.

90 Men Around the House

The average middle-class home in America has in it enough vacuum cleaners, waffle irons, air cleaners, dish washers, clothes scrubbers and other gadgets to equal the energy of 90 male servants.

—Prof. Max Kaplan, quoted in the Union, Springfield, Mass.

Rough Proofs

Bantob Products Corp. doesn't like it because Department of Agriculture reports indicate that its Vanguard cigarets are made of cornsilk.

But young America reports that cornsilk smokes just fine.

•

David L. Ratke, the story says, has been "a steady customer of FTC and other federal policing agencies."

Their bark must be worse than their bite—it took action in a New York state court to even threaten him with a stay in the hoosegow.

•

C. H. Bell, president of General Mills, told stockholders the company spent a record-breaking amount for advertising in the past fiscal year, and then made it sound good by reporting record-breaking profits, too.

•

The American Institute of Laundering thinks there's something wrong with the industry image, and that it should be more feminine.

Haven't the members providing diaper service already taken care of that?

•

Just a few months after the competition, United Air Lines will put its new DC-8 jets into service Sept. 18.

Passengers will get that well-known extra care at an extra fare.

•

"There is no such thing as a satisfied customer," grimly remarks Charles H. Brower, president of Batten, Barton, Durstine & Osborn.

That's right—look at all those advertisers who change agencies every week.

•

Holiday shows Haile Selassie, the Lion of Judah, in a full-color portrait, seated in grandeur in his throne-room.

He outlasted Il Duce.

•

U.S. Brewers Foundation reports sadly that beer consumption declined to only 15 gal. per capita in 1958.

Those tv ball games must have been so exciting the fans couldn't tear themselves away to visit their refrigerators.

•

Look quotes J. Paul Getty, *Fortune's* choice as the richest man in the world, as violently opposed to three-hour lunches for business executives.

Even Mr. Getty ought to know a fellow can't be expected to manage his normal quota of martinis in much less time than that.

•

"Thousands of intelligent men and women still believe in advertising, but don't believe in advertisements," Bruce Barton remarked 'way back in 1934.

And unfortunately he probably wouldn't edit that copy very much today.

•

Mickey Mantle of the New York Yankees struck out eight times in a recent three-game series with the White Sox, got one hit and drove in no runs.

Wonder how the bowling business is getting along?

COPY CUB.

The Philadelphia Inquirer
is privileged to bring to its readers
the first publication in any form
anywhere in the free world
(*and to offer without cost*
to any publication in the world
reprint rights to)

Nikita S. Khrushchev's Blueprint for the Future

from the Soviet Premier's First Major Book "FOR VICTORY IN PEACEFUL COMPETITION WITH CAPITALISM"

The Philadelphia Inquirer is pleased to announce the exclusive publication of important sections of this new book, beginning Tuesday, September 8.

Premier Khrushchev, at our request, has granted this newspaper permission to be the first publication in the free world to publish selected portions of this volume.

In order to insure an accurate translation, conveying Mr. Khrushchev's views as he expressed them, we requested the Premier to have the translation in English made under his supervision and approved personally by him.

Because The Inquirer feels that publication of this book is of such great importance to the peoples of the free world, it is offering reprint rights to all publications, at no cost, for use 48 hours after each of the seven installments appears in The Philadelphia Inquirer.

Walter H. Annenberg
EDITOR
THE PHILADELPHIA INQUIRER

(Note: Reprints of this series in other periodicals must carry full copyright notice.)

SKILL that's reflected in every job

Skill is an often-used word, we admit. Rather than belabor the point, we'll just say that our engraving know-how has been accumulated over the years. It's reflected in every WASHINGTON ENGRAVING job. Simple zincs . . . or intricate four-color R.O.P. color engravings . . . this difference in quality is there, always. Let us demonstrate it to you on your *next* engraving order.

washington
PHOTO ENGRAVING CO.
118 So. Clinton St., Chicago 6 FRanklin 2-6343

new faces . . . new buyers

more readers . . . more advertisers are turning to Today's Health

THE NEW
Today's Health

Millions of Americans are learning that it's fun to be healthy! Editorially—in its advertising pages—TODAY'S HEALTH reflects this new pattern of living—is growing with this growth market. Circulation in July, 1959, is up 58 per cent—up 73 per cent in advertising linage! Our 619,411 paid subscribers now include nearly 140,000 A.M.A. physicians, who place each issue in their reception room, where it is seen—read—believed by an estimated 40,000,000 patients per month, at the moment when their interest in products that contribute to comfort—safety—convenience—is at its peak. These new faces are important in YOUR market picture. They represent growing families who are pre-sold on high standards of health and living. If your product appeal ties in, it will have a powerful impact on this audience. And remember—a growing family is a buying family.

the magazine that features positive living

Today's Health is published by the American Medical Association for the American family.

535 N. Dearborn St.
Chicago 10, Ill.
WHitehall 4-1500

475 Fifth Ave.
New York 17, N. Y.
OREgon 9-9383

Whaley-Simpson Co.
6608 Selma Ave.
Los Angeles 28, Calif.
HOllywood 3-7157

Whaley-Simpson Co.
700 Montgomery St.
San Francisco 11, Calif.
SUtter 1-4583

Food Departments in Woolworth Stores? Don't Say Never, Says Ex-Chairman Leftwich

NEW YORK, Sept. 2—"I've given up saying it won't happen. We may yet come to the same spread as our competition—discount houses, supermarkets and the like."

This commentary on the variety store business comes from James T. Leftwich, former board chairman of F. W. Woolworth Co., in an interview in the current issue of *Variety Store Merchandiser.*

■ There are two big reasons why Woolworth has not developed separate food departments in its stores to compete with food stores selling variety lines, Mr. Leftwich says.

First, it would require outside talent, and second, "You've got to have enough volume to enable you to buy properly. And you have to have stores with enough space. Our stores are built to variety lines. And our managers have to be better, and be better paid, than grocery or food store managers."

But on reflection he conceded, "We may do it. It would mean setting up a separate organization," but "we are going to live and do our darndest to keep up profit and volume. We may try anything."

■ Turning to shopping centers, Mr. Leftwich says Woolworth has found itself in a dilemma about getting into them. "You cannot do a cut-and-dried job of planning shopping center stores," he says. "We don't build shopping centers. We have to wait for them to be developed." And then, he explains, "if you don't get into a center at its inception, you don't get in at all."

He said that Woolworth has on occasion gone into shopping centers to prevent a competitor from cutting in. But, he says, "we'd rather have less profit from two of our own stores."

As for a policy on shopping center expansion, Mr. Leftwich says Woolworth really doesn't have one. Ideas for going into shopping centers are brought up by district managers and others and are decided on individually, he says. #

Canada P&G Buys Films; Schilling Sets 'Playhouse'

Procter & Gamble of Canada has purchased CBS Films' "San Francisco Beat," "I Love Lucy," "Trackdown" and "Mr. Adams & Eve" for showing on at least 19 CBC stations, with starting dates staggered from late August through October. P&G bought 52 episodes of each series from S. W. Caldwell Ltd., Canadian representative of CBS Films, New York.

CBS Films has sold "Rendezvous" to the Schilling division of McCormick & Co., San Francisco, for showing on KABC-TV, Los Angeles, and KRON-TV, San Francisco, with other markets expected to be added. The series will be renamed "Schilling Playhouse." "Rendezvous" has been sold in 60 markets since it was released in April. The Schilling buy was made through Beaumont & Hohman, San Francisco.

Weed Names Wells, Dunbar

Weed Television Corp., station representative, has promoted Joseph H. Wells from account executive to New York sales manager. Bates Halsey has resigned as eastern sales manager. Weed TV also has named Ed Dunbar, formerly with KNTV, San Jose, Cal., an account executive in its San Francisco office.

Ask the man who gets around...

WDBJ is one of the best buys in television . . . anywhere!

WDBJ-TV covers 53 counties . . . where there are over 400,000 television homes, $2 billion in retail sales. You can buy into this rich market economically and effectively, for WDBJ-TV furnishes highly rated shows at comparatively low cost to you.

For example, THE EARLY SHOW, best features from MGM, WB, UA, etc., has an average daily rating of 14.7. It delivers viewers for only 95 cents per M on a 5 Plan; 75 cents per M on a 10 Plan.* Powerful sales-producing merchandising support provided, too!

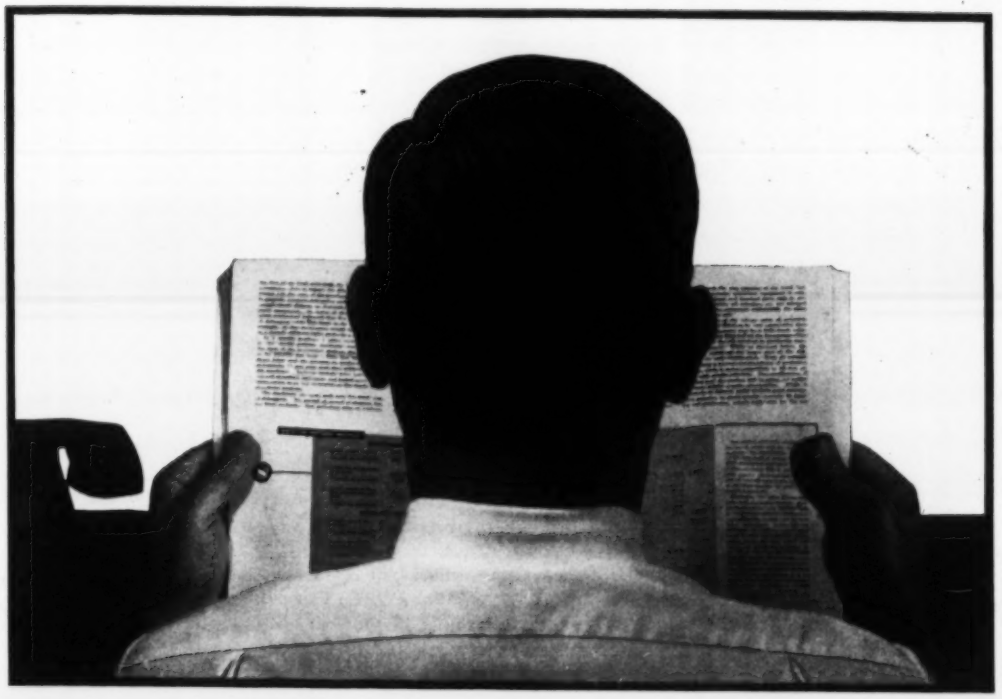
It will pay you to take a closer look at THE EARLY SHOW and other "best buys" offered by WDBJ-TV.

*all cpms based on March, 1959 NSI

ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES

WDBJ-TV CBS CHANNEL **7**
Maximum Power • Maximum Height
ROANOKE, VIRGINIA

$1000 REWARD



For the capture of this man's ATTENTION

This is the opportunity you've been looking for—a chance to create a really effective businesspaper advertisement.

YOU CAN EARN $1000

To satisfy this long-time, deep-felt urge—and earn $1000 in the bargain—send us copy and a rough layout for *one* advertisement (any size, color or not, as you see fit). This ad should be capable of attracting the interested attention of industrial advertisers with a stake in the automation market. It should point up the values AUTOMATION holds as a medium for reaching buyers of automatic production equipment.

MORE THAN ONE WINNER

This is not a one-winner contest. AUTOMATION will pay $1000 to the creator of each advertisement it decides subsequently to use as part of its advertising campaign. AUTOMATION editors will be the judges. Contestant's identity will remain anonymous during judging.

FOR HELPFUL BACKGROUND INFORMATION

Pertinent information about AUTOMATION's market, readers and objectives for use in preparing your entry appears on the back of this page. If you desire additional material, please write and we will send you a booklet supplying complete details.

DEADLINE IS NOVEMBER 30, 1959

The competition is open to all. Anyone with a creative flair is urged to try his skill. Yours may be just the idea we're looking for. Send completed entries to $1000 Reward, c/o AUTOMATION, Penton Building, Cleveland 13, Ohio.

Background Information to Help You Win

$1000 REWARD

(For complete contest details, please see reverse side)

The Marketing Man's Stake in Automation

Automation is the marketing man's challenge today—and in the future. His ideas *must* match this manufacturing concept. The creative marketer realizes that as an absolute first condition, automation requires the establishment of a predictable, stable, and expanding market. Economic and sociological pressures force automation on us; automation forces new marketing concepts on us.

The building of a constant market will require a more complete circuit of communication. Now, the manufacturer-customer flow of information largely goes from the maker to the buyer. But with automation, we will have to know more about what the customer wants. Needed are improved ways to get better communication from maker to user and then back again.

The Management Man's Stake

Automation, or continuous automatic production, naturally will grow out of more complete mechanization. We have progressed from the manual area through the mechanization area and are now well into automation. Any discussion about whether automation is desirable is a futile intellectual exercise. We might as well argue whether the tides and the seasons are desirable.

The dawn of mechanization at the turn of the century brought a new era of lower costs and a higher standard of living than would have been possible in a manually operated economy. Now, we are approaching the upper limits of cost and labor reduction possibilities in a mechanically operated economy. We need a new breakthrough —and it will come through automation.

In the words of D. S. Harder, former Executive Vice President, Basic Manufacturing Divisions, Ford Motor Co.,

> "Time has proved that the machine age is a boon—not a bugaboo . . . Manufacturers, large and small, have to make a choice. They can heed the warnings of uninformed doom prophets and retard our industrial progress—a road leading to oblivion. Or we can all have faith in ourselves and our ability to harness the potential of this new phase of industrialization for the benefit of all."

The Manufacturing Engineering Function

When industry first backed into automation without precision engineering, it had plenty of trouble. As a result, the manufacturing engineering function developed and has become industry's fastest growing and most important buying influence for automated production equipment.

Industry is changing from a departmentalized approach to a three-phase approach.

PHASE ONE—the processing or work-performing phase, which includes all the steps that alter or combine materials.

PHASE TWO—the handling phase, which encompasses the movement of materials in process within or between machines.

PHASE THREE—the control phase, covering the automatic cycling of functions 1 and 2—either independently or integrated.

How AUTOMATION Serves This Function

Edited for men with *manufacturing engineering* interests and responsibilities . . . AUTOMATION serves all industries. It reports and interprets all significant advancements and trends relating to automation, including planning, development, design, installation and maintenance. It provides for the exchange of ideas from one industry to another. This cross fertilization is the time-and-money saving link between those who have solved a production process problem and those who are still looking for a solution.

Why Users Read AUTOMATION

AUTOMATION is directed particularly to manufacturing engineering and operating management men in industry who are responsible for, or directly interested in, automation. Editorial and advertising pages provide the basis for their decisions concerning the adoption or improvement of automated equipment and manufacturing systems for their own use.

Why Designers and Builders Read It

In addition, AUTOMATION appeals to engineers and management men in companies that serve the special automation needs of industry . . . the manufacturing engineering function *to* industry. It gives designers and builders specific job help relating to all types of automated original production equipment . . . from single automatic machines to fully integrated lines and plants.

Reaches a $5 Billion Market

A continuing industry-wide study pinpoints the tremendous potential for Production Equipment, Handling Equipment, Power Drives and Automatic Control Equipment in this vast market controlled by the manufacturing engineering function. This "Survey Report and Automation Forecast" provides you with a new measure of marketing trends. Ask your AUTOMATION Representative to show you how to incorporate its data into *your* marketing plans.

Attracts a 90,000 Buyer Audience

AUTOMATION's vital readership is concentrated among 90,000 key buying influences . . . the manufacturing engineering and management men who specify, recommend, approve and buy your products. It reaches the important influences of the buying team . . . the men your salesmen don't always get a chance to contact and, yet, would *prefer* to contact.

High Response to Editorial

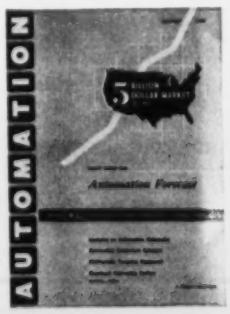
Written by manufacturing engineers for manufacturing engineers . . . AUTOMATION is geared to the exact needs and wants of its readers. Its editorial pages clearly communicate—create respect and response! This high level of reader interest is documented by reprint requests (averaging over 130,000 annually) and continually high Starch readership scores.

High Response to Advertising

Every advertisement in AUTOMATION is directed to the manufacturing engineering function, production-management men, or the designers of production equipment. No waste circulation . . . for every reader has the *need* to know about these products and the *power* to buy them.

Market Planning Help

You get more effective results from your advertising and help in reaching key automation-minded men in industry, too, with a complete marketing plan which includes: The Penton Census . . . the Continuing Industry-Wide Study of Automation . . . Reader Action Reports . . . Market Data Sheets . . . Starch Scores . . . plus many other Merchandising Aids. Your AUTOMATION Representative is prepared to help you make the most of industry's fastest growing and most influential function—*manufacturing engineering*.



Get ACTION from the men who buy and specify . . .

- *Production Equipment*
- *Handling Equipment*
- *Power Drives and Automatic Control Equipment*

AUTOMATION
A Penton Publication
Penton Bldg., Cleveland 13, Ohio

Kemper Again Uses Scoreboard, Plus Huntley, Magazines

CHICAGO, Sept. 2—Kemper group of insurance companies this month will begin its third consecutive year sponsoring NBC-TV's football scoreboard program, as part of what the group calls its most comprehensive national ad program to date.

The seven 15-minute "Kemper Insurance Football Scoreboard" shows will follow nationally televised games-of-the-week beginning Sept. 26.

In another tv effort, the companies will begin 13 weeks of sponsoring "Chet Huntley Reporting" (NBC-TV) on alternate Sunday afternoons, beginning Oct. 11.

■ The print phase of the campaign will include six magazine pages—three each in *Look* and *Reader's Digest*.

"Based on our past experience," said Clive R. Bishop, ad manager of the group, "we anticipate the football show will reach 4,300,000 homes per telecast. The Chet Huntley programs should bring us about 4,000,000 per telecast. In addition, we hope to reach up to 17,000,000 households with *Reader's Digest* and *Look* circulations." This, he said, will be the largest audience Kemper has ever reached in a single campaign.

John W. Shaw Advertising, Chicago, handles the account. #

Taped Grid Games Offered

Peter De Met Productions, Chicago, is putting all regular season games of both the eastern and western conferences of the National Football League on tv tape for weekly presentation next spring and summer. Of all games played, 26 of the most exciting will be selected and edited down to a one-hour presentation each. The series will be distributed by World-Wide Television Sales Corp., Chicago, which currently distributes "Major League Baseball Presents."

Stanley Works Boosts French

George W. French, formerly a sales analyst and planner for the Stanley hardware division of Stanley Works, New Britain, Conn., has been appointed to the new post of marketing manager.

Weyerhaeuser Drops 'Timber'

Weyerhaeuser Timber Co., Tacoma, is dropping the "timber" from its name Sept. 1. The company started in the timber business 60 years ago and timber is still its basic resource, but the company's product range—which now includes container boards, insulation, wood products, construction materials made from wood, and chemicals—is much broader than the old title suggested. A new company symbol—an abstract tree within a green triangle—also is being adopted.

Saran Wrap Buys 'Woman'

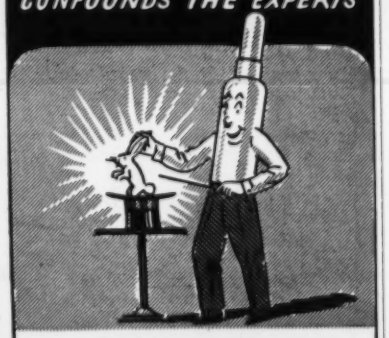
Saran Wrap division of Dow Chemical Co., Midland, Mich., has ordered half-sponsorship of the next three presentations of CBS-TV's "Woman," a series of hour daytime specials. The next program is scheduled for Sept. 17, at 2 p.m., EDT. The buy was made through MacManus, John & Adams, Bloomfield Hills, Mich.

Blee Joins Bonsib as A. E.

Thomas J. Blee, formerly senior account executive on the Westinghouse account at Fuller & Smith & Ross, Pittsburgh, has joined Bonsib Inc., Ft. Wayne, Ind., as an account executive. At F&S&R he has been replaced by William Grimes, who has been with the agency since April.

It's a Man's World!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly—St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years

Billy Bullet
CONFOUNDS THE EXPERTS



"For our new product we were well satisfied with 'professional' predictions of modest initial sales.

"To our pleasant surprise, within 30 days we received more orders from our quarter-page announcement in The RIFLEMAN, than we had hoped for the first full year!"

(Name on Request)

The AMERICAN RIFLEMAN Magazine
SCOTT CIRCLE WASH. 6 D.C.

You get the BEST and MOST JUICE out of the biggest, ripest orange

Greater Cleveland's 4¼ billion retail sales tops any one of these 35 entire states.

Minnesota	Louisiana	New Hampshire
Kentucky	Maryland	Nevada
Connecticut	Nebraska	New Mexico
North Carolina	Oklahoma	North Dakota
Tennessee	Oregon	Rhode Island
Virginia	West Virginia	South Dakota
Washington	Arkansas	Utah
Alabama	Arizona	Vermont
Colorado	Mississippi	Wyoming
Georgia	South Carolina	Delaware
Iowa	Idaho	Maine
Kansas	Montana	

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,183,389	$1,816,558	$3,999,947
Retail Food Sales	580,592	479,486	1,060,078
Retail Drug Sales	85,464	51,380	136,844
Automotive	353,778	337,921	691,699
Gas Stations	145,825	165,980	311,805
Furniture, Household Appliances	113,896	91,658	205,554

(Source, Sales Management Survey of Buying Power, May 10, 1959)

*Akron, Canton and Youngstown Counties are not included in above sales

Whatever you sell in Greater Cleveland you'll sell more of it in The Plain Dealer

Your advertising in the Plain Dealer is like adding another full state to your Sales Potential.

WRITE—WIRE—PHONE

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

Meet an IRE award winner for 1959:

IRE REMEMBERS THE MAN
for his
Early Success

Franklin H. Blecher, with less than thirty years behind him, is this year's Browder J. Thompson Memorial Prize Award winner for his paper entitled "Design Principles for Single Loop Transistor Feedback Amplifiers," which appeared in the September 1957 issue of IRE TRANSACTIONS ON CIRCUIT THEORY. A hearty pat on the back to Mr. Blecher—of Bell Telephone Laboratories—for the IRE paper combining the best technical contribution and presentation written by a man under thirty.

And behind the cold statistics of the 67,369 (ABC) circulation Proceedings now enjoys, are 54,557 professionally qualified men plus 12,812 student members in 156 Engineering Colleges, now awaiting your message in their own journal. If you buy space in the radio-electronics field, you should meet them.

For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE
The Institute of Radio Engineers

Adv. Dept. 72 West 45th Street, New York 36, New York • MUrray Hill 2-6606
Boston • Chicago • Minneapolis • San Francisco • Los Angeles

ROP COLOR
BLOOMS IN THE
GREENSBORO NEWS AND RECORD

Be first—get the full initial impact and *extra sell* of *color*, now available for the first time in Greensboro—Green Thumb of the New South's Markets

Effective October 19

FULL COLOR* *available any weekday, Monday through Saturday*

LIMITED SPOT COLOR* *available on Sundays*

*For black and 1-color, minimum size 1,000 lines; color premium $100.
For black and 2 colors, minimum size 1,000 lines; color premium $200.
For black and 3 colors, minimum size 1 page; color premium $300.

Greensboro News and Record
GREENSBORO, NORTH CAROLINA
Represented by Jann & Kelley, Inc.

Getting Personal

Mrs. Kristin Hunter, who resigned recently as a copywriter at the Lavenson Bureau of Advertising, Philadelphia, is back at work on her novel after a stint in the hospital. Mrs. Hunter left the agency after seven years there when she won a $2,000 John Hay Whitney Foundation Opportunity Fellowship for creative writing. Right now she's doing what advertising taught her to do, she says, "cutting and editing down to the bare bones." . .

Lowell Laporte, BBDO copywriter in New York, is taking a two-year leave of absence to attend the Harvard Business School. He was given a proper send-off by his co-workers at a luncheon organized by **Whit Hobbs** and **Nick Wedge**. . .

Sheldon Ritter, president of Ritter, Sanford, Price & Chalek, New York, is back from a European vacation with the tale of how he won the talent contest at the Folies Bergere in Paris. The contest? Kissing the star of the show. Mr. Ritter also recently received a citation for meritorious service from the Robert L. Hague Merchant Marine Industries American Legion Post for his work as public relations chairman of the post for the past ten years . . .

Admen-Delegates abroad: **Leonard Caiola,** vp of the industrial division at de Garmo Inc., New York, was a delegate-at-large to the 10th annual International Congress of the American Rocket Society in London, the end of August . . . **Julio Gonzalez Noreiga,** vp of Publicidad Jennings, Havana, was a delegate to the International Sugar Conference in London . . .

Dempster Newell Goshen Gorski

WHOOPING IT UP—*A bunch of the boys at Cunningham & Walsh—President Robert Newell and account execs William Dempster, Jay Goshen and Roy Gorski—get set to carve the roast lamb. The occasion: Yearly end-of-summer party for the agency's account management group, a few (highly selected) top officials, and their wives.*

Thomas P. Wright, vp of Tucker Wayne & Co., Atlanta agency, has taken on duties of chairman of the pr committee for Atlanta's first United Appeal for the Community Chest and Red Cross . . .

H. Edward Oliver, head of his own agency in Wilton, Conn., was married Aug. 8 to Renate Menck . . .

John M. Lupton, head of the New York agency bearing his name and a member of the Connecticut state legislature, has been named co-chairman of the Fairfield County Republican organization . . .

Brian Timothy Hickey, the sixth child of **John Hickey,** a senior account exec at Dancer-Fitzgerald-Sample, New York, was born Aug. 23. The other Hickey progeny: Christopher 9, John 8, Helen 6, Mark 4 and Gregory 2 . . .

William D. Thomas Jr., sales-service coordinator for WIMA-TV, Lima, O., and JoAnne Saluppo, a senior at Ohio State, will be married Sept. 12 in Newbury, O. . . **Marianne Stern,** an assistant editor of *Engineering News-Record*, will wed **Jerome A. Friedland,** product research manager of *Look*, on Nov. 1. . . Patricia Ann Temple, daughter of P. Lorillard president **Harold F. Temple,** was married Aug. 24 to Richard M. Johnson in Garden City, L. I. . .

James Gerity Jr., president of Gerity Broadcasting Co. and general manager of WNEM-TV, Bay City, and WABJ, Adrian, Mich., is one of the 34 men named to the Eisenhower Presidential Library committee for Michigan . . .

Joe Granda, time buyer at McCann-Erickson, won a free week for two in the Catskills by guessing the combined weight of four WABC announcers: Al Lohman Jr., Martin Block, Fred Robbins and Alan Freed. The point of it all was a contest promoting WABC as "the station with the heavyweights." (The quartet weighed in at 697.2 lbs.) . . .

On the romantic front at W. B. Doner & Co.: Viola Marino of Detroit and **John Rudden,** account supervisor in Doner's Chicago office, will wed in New York Sept. 26, and honeymoon on a Bermuda cruise . . . **Lynn Hedrick,** of Doner's radio and tv traffic department in Chicago, was married Aug. 8 to Robert Wayne Page of the Illinois Central RR communications division . . .

Benjamin Bogin, vp of Conde Nast and vice-chairman of the Stamford, Conn., Interfair Council, was honored for civic leadership at a Joint Defense Appeal dinner Aug. 25 in Stamford. His civic activities include serving as a director and chairman of the Stamford-Greenwich Manufacturers' Council and as a director of the Chamber of Commerce . . .

In The $16 Billion Packaging Industry

FOOD and DRUG PACKAGING *Dominates*

Food and Drug manufacturers purchase 80%—the *lion's share*—of all packaging materials, supplies, and machinery:

Metal containers	82%
Glass containers	94%
Flexible packaging	89%
Collapsible tubes	85%
Aerosols	64%
Corrugated containers	41%
Folding & set-up boxes	79%
Closures	89%
Packaging machinery	84%

Now, the first and only packaging magazine edited exclusively for the decision makers in these two giant industries

food & drug PACKAGING

A new and vital bi-weekly magazine — To be published every other Thursday

Food and Drug Packaging reaches men whose decisions result in fully $12.4 billion worth of food and drug packaging sales annually.

For the first time ever, here is a magazine that

- thoroughly answers their need for timely, important food and drug packaging news *exclusively*
- brings them advance, authoritative information on packaging trends and developments *exclusively in the food and drug fields*
- provides them with the latest technical, marketing, merchandising, and legal information *exclusively on food and drug packaging*

Food and Drug Packaging has just one job in mind: to serve this tremendous, dominant part of the $16 billion dollar packaging market as it has never been served before.

That means an unsurpassed editorial alertness and vitality directed specifically at reporting topics of immediate importance to these men of responsibility in the food and drug industries.

And that assures advertisers a keenly interested and eager audience, stimulated by and receptive to ideas that develop more and better business for them in the food and drug industries.

ALL THIS IN A DRAMATIC, NEWSY FORMAT

Food and Drug Packaging is published by people who for years have been successfully presenting industry news and information in its most appealing, most useful format. The 10¾″ x 13¼″ page size, with newspaper style makeup, on 60 lb. coated stock for fine reproduction, gives your 7″ x 10″ advertisement page-dominance plus editorial attraction . . . or full-page space for complete reader attention. Fractional units, too, get excellent visibility in every page.

GERRY O. MANYPENNY, Editor-in-Chief, one of the best informed and most talented men in the packaging trade magazine field, where he has been a prominent figure for the past 20 years. First to receive the coveted Packaging Institute Award, and widely known as "Mr. Packaging," Gerry knows the industry, the people, and their needs better, probably, than anyone else in America. With him is a brilliant staff of experienced men in every department—men who know food and drug packaging.

First issue (Nov. 12) timed for P M M I show. Get the full impact! Order space now! Closes Oct. 5

REACH THE DECISION MAKERS REGULARLY IN

food & drug PACKAGING

Don Gussow Publications, Inc. • 660 Madison Ave. • New York 21, N. Y. • PLaza 9-5245

CHICAGO: 20 North Wacker Drive • Financial 6-7873

SAN FRANCISCO: Smith & Hollyday, Inc. • 1204 Russ Bldg. • EXbrook 2-3723

LOS ANGELES: Smith & Hollyday, Inc. • 5478 Wilshire Blvd. • WEbster 8-0111

Information headquarters for the multi billion dollar industries they serve: • Food and Drug Packaging • Candy Industry and Confectioners Journal (ABC • BPA • NBP) • Bottling Industry (BPA • NBP) • Candy Industry Catalog and Formula Book

Ideal Toy to Hold Sales Meeting on Open Circuit TV

NEW YORK, Sept. 2—Ideal Toy Corp. will use an open circuit telecast Sept. 13 to stage a sales meeting for 5,000 toy dealers, at the same time allowing curious tv viewers a preview of the company's fall program.

The Sunday telecast, scheduled from 9-10 p.m. over WOR-TV, will spotlight toys that will be advertised during Ideal's fall tv campaign—showing upcoming commercials—and will offer suggestions on how to sell, display and demonstrate the line.

The public will be forewarned in an opening announcement that what they are about to see is not entertainment but a sales meeting and they will be asked to tune in other channels for popular entertainment.

■ If they stay with Channel 9, Ideal says, they will find out "trade secrets" usually not made public until the Christmas season, and preview toys that will not be on retail counters until October.

Radio and tv personalities from other New York stations will introduce the new toys. Among them are Sandy Becker, Sonny Fox and Fred Scott of WNEW-TV, Fred Sayles of WNTA-TV, Bozo the Clown of WPIX-TV, and the Story Princess of ABC Radio. Taped segments will feature Shirley Temple and Milton Caniff, licensors of many Ideal products. #

Shears Retires from Agency

Loren E. Shears will retire Oct. 1 from Reincke, Meyer & Finn, Chicago, after 23 years with the agency. His post as account executive on the American School account will be taken by his assistant, Lucille Thousand. Mr. Shears and his wife plan to move late this year to a home in Sausalito, Cal.

Sturgis Joins Knox Reeves

Robert L. Sturgis, formerly a vp of Pidgeon Savage Lewis Inc., Minneapolis, will join Knox Reeves Advertising, Minneapolis, Sept. 8 as an account executive on Bisquick and head of special projects.

Elliot, Jaynes & Baruch Adds Sweet Accounts

Elliot, Jaynes & Baruch, Chicago, has been appointed to handle advertising for Stevens Candy Kitchens Inc. and Martha Washington Candy Kitchens Inc., both Chicago. Both candy companies are headed by William H. Rentschler, who also is president of CandyGram Inc., candy-by-wire service, which recently named Young & Rubicam to handle its account (AA, Aug. 3). CandyGram chocolates are made by Stevens. Reach, McClinton & Pershall resigned all three accounts in April.

Mrs. Stevens candies are distributed nationally through department stores; Martha Washington candies are distributed through supermarkets and chains. In addition to national campaigns for both candies, special supplementary promotions will be planned to celebrate the 40th anniversary of Mrs. Stevens and the 80th anniversary of Martha Washington candies next year.

'Drive-In Handbook' to Bow

The Drive-In Operators Handbook, a new reference annual serving the drive-in restaurant market, will make its bow next March. It will be published by Davidson Publishing Co., Duluth, publisher of *Diner Drive-In* and other business publications. The page b&w rate will be $350. Advertising deadline is Jan. 1.

Davis Joins 'Hablemos'

John W. Davis, who has been an international sales and promotion manager with Colgate-Palmolive, with Warner-Lambert and with Chesebrough-Pond's, has joined the merchandising and sales staff of *Hablemos*, New York, Sunday supplement distributed by nine Latin American newspapers.

WHAT DO YOU KNOW about DIRECT SELLING?

. . . the $9½ Billion Industry Which is Attracting More Companies Who Want a New, Fast, Inexpensive Way to Expand.

FASCINATING FACTS BOOKLET FREE

If your product or service lends itself to *personal* selling and demonstration—whether in the home, office, store, factory, institution, etc.—it will pay you to investigate the booming DIRECT SELLING FIELD. Manufacturers and agency executives are often amazed to learn how easy and inexpensive it is to *move* merchandise in big volume through direct selling—in ALL 49 states and Canada. Send your letterhead for free copy of fact-filled booklet, "DIRECT SELLING—The Quickest Way to Profitable Distribution." It will prove an eye-opener! No obligation.

Salesman's OPPORTUNITY

CHICAGO, 850 N. Dearborn St., Chicago 10
NEW YORK, 60 E. 42nd St., New York 17
LOS ANGELES, 2412 W. Seventh St., Los Angeles 5

LEADER OF THE FIELD FOR 35 YEARS

Marketing Men at Goodyear Talk to Chilton

"As we expand into new fields, rifle-shot advertising

Like most giant organizations, The Goodyear Tire & Rubber Company started in a small way—with a handful of workers, producing carriage tires, bicycle tires, and horseshoe pads. Today Goodyear employs a total of nearly 100,000 men and women in 58 plants around the globe. It is the largest user of natural and synthetic rubber, consuming one-eighth of the world supply each year in producing vast quantities of products of widest scope and variety for a great many industries. Small wonder, then, that the organization enjoys an especially fine reputation for modern and efficient marketing practices. In Akron, Ohio, we recently talked with several of those responsible for various phases of the Goodyear marketing operation—Kenneth C. Zonsius, Director of Advertising; Galen G. Cartwright, Manager—Advertising, General Products; Bruce W. Wert, Assistant Manager—Advertising and Sales Promotion; and Lee J. Bornhofen, Advertising Media. These highlights of their remarks are both interesting and enlightening.

Lee J. Bornhofen Galen G. Cartwright Kenneth C. Zonsius Bruce W. Wert

Mr. Zonsius says, "There is no question about the attitude of our company or sales organization concerning the consistent use of trade publications. We use them in every field in which we have an interest—heavily in some, exclusively in others. In general terms, we use our trade advertising space to help establish new markets, to attract new customers, and to keep the business public and our many good customers actively aware of progress at Goodyear. Experience and results justify our thinking."

Monograph Tells How to Start Mail Order Business

"100 Ways to Start, Build & Operate Your Own Mail Order Business," prepared by Whitt N. Schultz, has been published by the How To Book Co., Box 7, Glencoe, Ill. Mr. Schultz, onetime mail order feature columnist for ADVERTISING AGE, is a mail order consultant and author of four books. His monograph includes 100 terse tips under such topics as what to sell, how to package, how to buy, how to promote, and how to price. Copies may be obtained for $1 each.

Dairy Group Sets Campaign; Plans Heavy Print Schedule

American Dairy Assn., Chicago, is planning the biggest print advertising schedule for its 1959 October Cheese Festival in the festival's 14-year history. The campaign will be launched with a color spread in the Oct. 4 edition of *The American Weekly*, followed by color pages in daily newspapers in more than 50 markets.

The association will provide chain stores and supermarkets with point of sale materials and free advertising mat services.

Kraft, Smith Adds Three

Kraft, Smith & Ehrig, Seattle, has been named to handle advertising for West Wind Corp., Seattle, maker of kitchen ventilating fans and a new line of electric baseboard heating, for Prudential Mutual Savings Bank, Seattle, and for Currin-Greene Shoe Mfg. Co., Seattle. Keene & Keene formerly handled Prudential Mutual. West Wind has not had an agency recently.

Potato Board Raises Ad Funds

The New Brunswick Potato Marketing Board, St. John, N.B., is setting up a $45,000 fund to promote New Brunswick potatoes. Funds are being raised by a levy of 1¢ per cwt on all potatoes shipped out of provincial centers, plus a $75 license fee for shippers. A specialist will be appointed to work with the board to achieve the most effective consumer approach.

WSAZ Names Stockton

WSAZ Inc., Huntington, W. Va., NBC television and radio operator, has appointed Stockton, West, Burkhart, Cincinnati, to handle its advertising.

Stanley Joins Stern, Walters

Sandra Stanley has joined Stern, Walters & Simmons, Chicago, as copy director. Mrs. Stanley was formerly a copywriter with Olian & Bronner, Chicago.

Toback Joins Smith/Greenland

Harvey Toback, formerly art director of Zlowe Co., has joined Smith/Greenland Co., New York, as an art director.

becomes increasingly important and desirable"

Mr. Cartwright says, "The effectiveness of trade paper advertising is much like holding a magnifying glass up to the sun—by concentrating the rays on a particular spot, it isn't long before you start a fire. Similarly, when you use the trade press to talk to a highly selected audience about a specific product, you get the action, the results you want. Certainly, trade paper advertising is not important to the exclusion of any other medium—but it is a basic and most important part of our coordinated program."

Mr. Wert says, "As our company diversifies and we expand into new fields, rifle-shot advertising becomes increasingly important and desirable. Through the careful selection of trade publications we are able to do such a job both effectively and economically. And we know from experience that our advertising messages are always enhanced by the acceptance of the publications in which they appear. For this reason, we select the books we use with care and consideration, looking for editorial quality as well as circulation within the particular field."

Mr. Bornhofen says, "When it comes to getting an advertising message across fast, efficiently and economically, you can't beat the trade press. Goodyear now uses in the neighborhood of 160 such publications, and the list is growing. We find the marketing and merchandising information available to us from trade publications to be of considerable value. We make a point of sending such material along to those within the organization who can use it to best advantage, in addition to using it ourselves to help prepare the best possible media schedules."

Trade and industrial publications serve an area unduplicated by any other selling force. They make it possible for you to talk with customers and prospects on common ground—at a time when they are seeking information and are most receptive to your message.

Chilton is one of the most diversified publishers of trade and industrial magazines in the country—a company with the experience, resources and research facilities to make each of 17 publications outstanding. Each covers its field with the dual aim of editorial excellence and quality-controlled circulation. The result is confidence on the part of readers and advertisers alike. And confidence is a measure of selling power.

Chilton COMPANY
Chestnut and 56th Streets
Philadelphia 39, Pennsylvania

Publisher of: Department Store Economist • The Iron Age • Hardware Age • The Spectator • Automotive Industries • Boot and Shoe Recorder • Gas Commercial Car Journal • Butane-Propane News • Electronic Industries • Aircraft and Missiles • Optical Journal & Review of Optometry • Motor Age Hardware World • Jewelers' Circular-Keystone • Distribution Age • Product Design & Development • Business, Technical and Educational Books

A Bloomington-Normal newcomer says:

"I Have Found Bloomington-Normal to be a Real Hometown"

Due to the nature of my occupation, my family has had to make several moves in the past few years. We have lived in many parts of the country, but have never found a community as friendly and interesting as Bloomington-Normal.

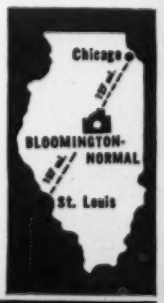
My company built a new office here 5 years ago and I was transferred here at that time. We have found the shopping facilities excellent, school standards exceptional and entertainment plentiful.

If you are looking for a new home for your plant, consider Bloomington-Normal. Both you and your employees will soon find it to be an ideal location.

Bob Zulauf
ADVERTISING WRITER

it's a fact!

Bloomington-Normal retail sales totaled over $233 million in 1958. Your advertising in the Pantagraph assures coverage of this market.



THE Pantagraph
BLOOMINGTON-NORMAL ILLINOIS
FULL COLOR NOW AVAILABLE

Ap-Pealing $25,000 Stage Musical Lures Florists to Phone

LOS ANGELES, Sept. 2—The Bell Telephone System may have set a record for a one-shot presentation when it staged a musical, "Cash On Your Line," for 1,700 florists attending the annual convention of the Florists Telegraph Delivery Assn.

Put together at an estimated cost of $25,000, the 40-minute musical was livened with sprightly music, songs and numerous trade gags. A capable cast of Broadway-Hollywood personalities was headed by Stubby Kaye, most recently "Marryin' Sam" of both the Broadway and stage versions of "L'il Abner."

■ The expenditure was warranted, says James Ryan, assistant vp in charge of advertising and sales promotion for American Telephone & Telegraph. He said florists are important users of telephones, the yellow pages and long distance for placing out-of-town flower orders.

This latter use of the telephone has been actively promoted for the past five years with notable success, Mr. Ryan revealed. Five years ago, he said, about 30% of the "flowers by wire" were via the telephone, with the remaining 70% being ordered by telegrams. Today the figures are reversed, he reported.

A 30-minute version of the musical is now being filmed in Hollywood for showings at regional florist conventions.

The florists who saw and heard the musical were given sample kits of a sales promotion package available from local telephone companies. The package included window streamers, display cards and a window decal. #

SMITTEN—*"When you fall in love with a carpet, it's probably Gulistan," according to this color page running in House Beautiful, The New Yorker, and Town & Country in October and November. Foote, Cone & Belding, New York, is the agency for A. & M. Karagheusian, New York.*

Canada Bell, Famous Players Set Pay TV System

Bell Telephone Co. of Canada, Montreal, and Famous Players Canadian Corp. Ltd., Toronto, have signed an agreement whereby the telephone company during the next few months will install some 84 miles of cable to make its system of pay tv possible. Under the plan the subscriber will pay only for the programs he selects.

Telemeter units, about the size of a small table radio, will be associated with each subscriber's television set and wired into the special cable network linking all the units with the studio. These units will take coins, indicate a credit when an overpayment is made and keep a magnetic tape record of all programs viewed. The operator, Trans Canada Telemeter Ltd., a division of Famous Players, expects to offer current movies, "blacked-out" sports events, concerts, operas and other live shows.

ASHRAE Plans New Books

American Society of Heating, Refrigerating & Air-Conditioning Engineers, New York, a merger of American Society of Refrigerating Engineers and American Society of Heating & Air-Conditioning Engineers, will continue publication of the yearly reference books formerly issued by the two groups, but with certain changes. A final edition of "Heating Ventilating Air-Conditioning Guide" will be published in the spring of 1960. A series of three volumes to be called the "ASHRAE Guide & Data Book" will be issued in 1961, 1962 and 1963. These will be engineering reference books revised periodically.

Nielsen Network TV

Two Weeks Ending Aug. 9, 1959

Copyright by A. C. Nielsen Co.

Nielsen Total Audience*

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	All Star Baseball Game (Gillette, NBC)	17,489
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	14,285
3	Wagon Train (Ford, National Biscuit Co., NBC)	13,929
4	77 Sunset Strip (Several sponsors, ABC)	11,481
5	Have Gun, Will Travel (Lever, Whitehall, CBS)	11,036
6	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	10,680
7	I've Got A Secret (R. J. Reynolds, CBS)	10,680
8	Desilu Playhouse (Westinghouse, CBS)	10,191
9	Ed Sullivan Show (Mercury-Edsel, Eastman Kodak, CBS)	10,191
10	Alfred Hitchcock Presents (Bristol-Myers, CBS)	9,968

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	All Star Baseball Game (Gillette, NBC)	40.1
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	32.7
3	Wagon Train (Ford, National Biscuit Co., NBC)	31.8
4	77 Sunset Strip (Several sponsors, ABC)	27.4
5	Have Gun, Will Travel (Lever, Whitehall, CBS)	25.3
6	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	24.9
7	I've Got A Secret (R. J. Reynolds, CBS)	24.4
8	Desilu Playhouse (Westinghouse, CBS)	24.3
9	Peter Gunn (Bristol-Myers, NBC)	23.6
10	Ed Sullivan Show (Mercury-Edsel, Eastman Kodak, CBS)	23.3

Nielsen Average Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	13,350
2	All Star Baseball Game (Gillette, NBC)	10,947
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	10,458
4	Wagon Train (Ford, National Biscuit Co., NBC)	10,280
5	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	9,746
6	I've Got A Secret (R. J. Reynolds, CBS)	9,701
7	77 Sunset Strip (Several sponsors, ABC)	9,301
8	21 Beacon Street (Ford, NBC)	8,900
9	Price Is Right—8:30 p.m. (Lever, Speidel, NBC)	8,811
10	Best of Groucho (Lever, Toni, NBC)	8,811

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	30.6
2	All Star Baseball Game (Gillette, NBC)	25.1
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	24.0
4	Wagon Train (Ford, National Biscuit Co., NBC)	23.5
5	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	22.7
6	I've Got A Secret (R. J. Reynolds, CBS)	22.2
7	77 Sunset Strip (Several sponsors, ABC)	22.2
8	Peter Gunn (Bristol-Myers, NBC)	21.4
9	Price Is Right—8:30 p.m. (Lever, Speidel, NBC)	20.3
10	21 Beacon Street (Ford, NBC)	20.2

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities used by each program.

Videodex Network TV*

Aug. 1-7, 1959

Copyright by Videodex Inc.

Rank	Program	(%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	27.2
2	Wagon Train (Ford, National Biscuit Co., NBC)	26.4
3	77 Sunset Strip (Several sponsors, ABC)	26.0
4	I've Got a Secret (R. J. Reynolds, CBS)	25.7
5	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	25.2
6	Desilu Playhouse (Westinghouse, CBS)	25.1
7	Loretta Young (Procter & Gamble, NBC)	24.8
8	Have Gun, Will Travel (Lever, Whitehall, CBS)	24.6
9	Markham (Schlitz Brewing Co., CBS)	24.1
10	Playhouse 90 (Several sponsors, CBS)	23.9

Rank	Program	(000)**
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	11,500
2	Wagon Train (Ford, National Biscuit Co., NBC)	11,000
3	77 Sunset Strip (Several sponsors, ABC)	10,400
4	I've Got a Secret (R. J. Reynolds, CBS)	10,700
5	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	10,100
6	Desilu Playhouse (Westinghouse CBS)	10,400
7	Loretta Young (Procter & Gamble, NBC)	10,300
8	Have Gun, Will Travel (Lever, Whitehall, CBS)	10,100
9	Markham (Schlitz Brewing Co., CBS)	9,300
10	Playhouse 90 (Several sponsors, CBS)	10,400

* Homes viewing in cities where program is telecast.

** Listed in sequence of rating level from first list.

The CHARLESTON Market Is *West Virginia's No.1 Market*

PAYROLL PUNCH IN CHARLESTON—For two years straight Charleston has topped eastern cities in Average Worker's Income. The city's huge chemical industry is a prime factor. Here's the E. I. duPont de Nemours & Co. plant, for example, where a 10c an hour across the board increase was granted in July to some 3,150 employees. Last November there was a 7 to 9c hike.

The Charleston Gazette Charleston Daily Mail Sunday GAZETTE-MAIL

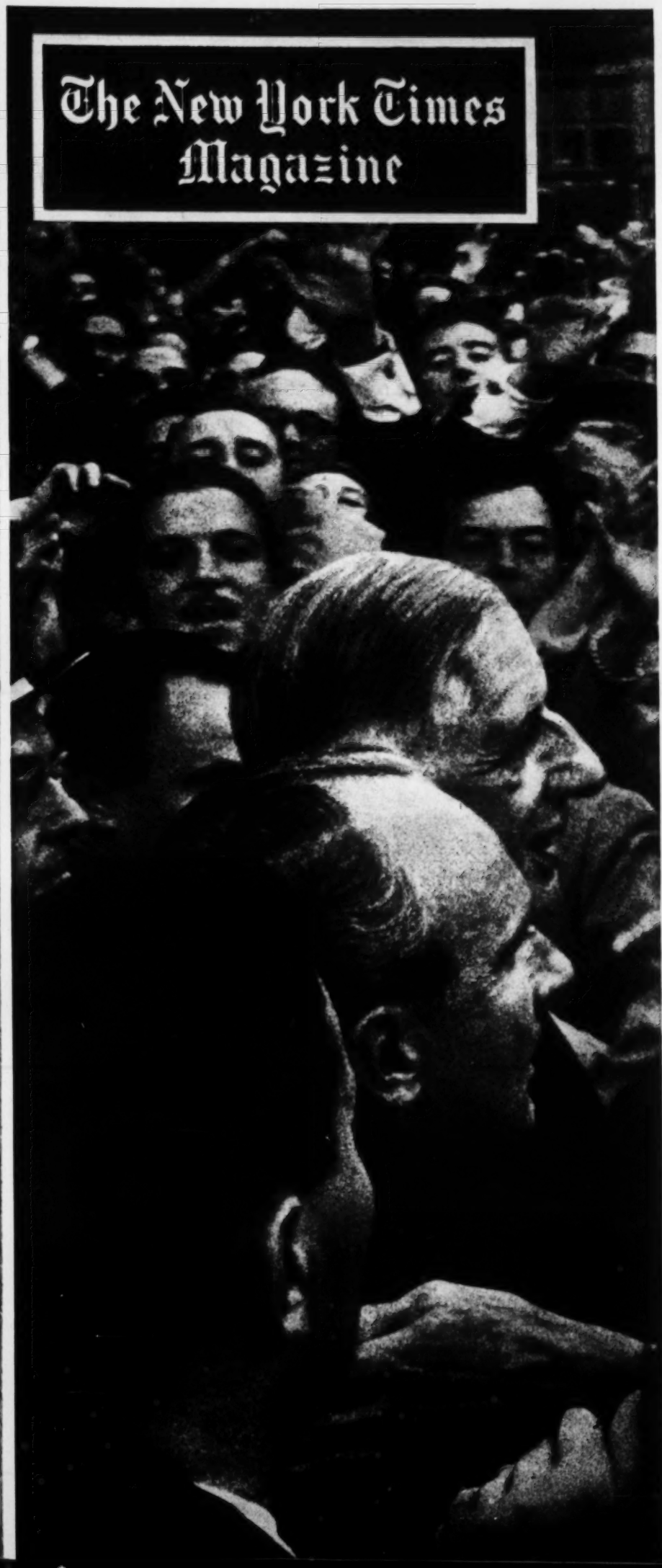
Represented Nationally by JOHNSON, KENT, GAVIN & SINDING, INC

Craig Joins WJR

Donald W. Craig has joined the staff of WJR, Detroit, as sales promotion manager. He was formerly sales promotion manager of the De Soto division of Chrysler Corp.

Heineman, Kleinfeld Adds One

International Housewares Inc., Niagara Falls, N.Y., maker of Kitchen Queen cookware, has appointed Heineman, Kleinfeld, Shaw & Joseph, New York, to handle its advertising.



Inside The New York Times Magazine

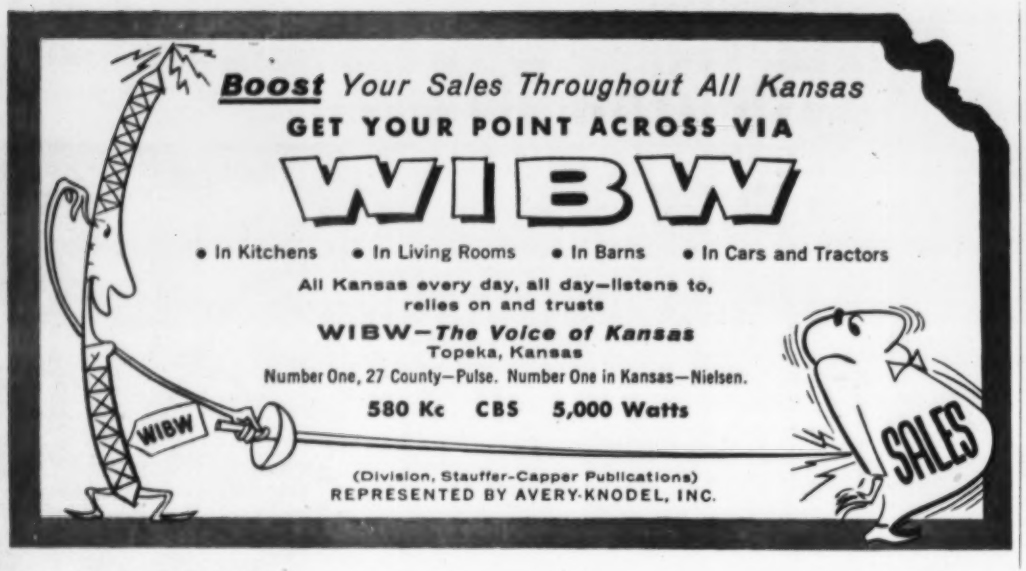
The French are attempting to stop the Anglicization of their language (i.e. blue jean, gangster, knockouté). In The New York Times Magazine of June 28, Joseph Wechsberg stands foursquare for free trade in words:

"CAN ANYONE TRANSLATE the *saveur* in a dish of *tripes à la mode de Caen . . . Saveur,* chum, does not mean 'savor, flavor, taste, relish,' even if it says so in your dictionary. *Saveur* means the beatified expression on the wrinkled face of a patriarch at Escargot or Laperouse in Paris as he tucks the end of his napkin inside his stiff collar and enjoys the first taste of *tripes* or *salmis*. He takes two hundred minutes out for lunch, has lived in truce with his liver for the past sixty-nine years and gets a lot more out of life than most American executives in the six-figure bracket."

"AND WHAT WOULD the *haute couture* do without French words? . . . A *chic derrière* would be quite all right, but would a 'smart behind' be? . . . As to the language of love, it is wholly unthinkable without French undressing."

"STOP WORRYING about French and don't try to draw a *cordon sanitaire* around your beautiful language . . . Let us have your *Beaujolais* and you enjoy our cover girls. A *rôtisserie* into every American kitchen and a strip tease into every French home, and *honi soit qui mal y pense!*"

WHAT'S INSIDE The New York Magazine for you? Good reading. Great advertising impact. It's distributed exclusively every Sunday with The New York Times, America's biggest Sunday newspaper salesman, into 1,300,000 homes and stores the country over.


Boost Your Sales Throughout All Kansas
GET YOUR POINT ACROSS VIA
WIBW
• In Kitchens • In Living Rooms • In Barns • In Cars and Tractors
All Kansas every day, all day—listens to, relies on and trusts
WIBW—The Voice of Kansas
Topeka, Kansas
Number One, 27 County—Pulse. Number One in Kansas—Nielsen.
580 Kc CBS 5,000 Watts
WIBW
SALES
(Division, Stauffer-Capper Publications)
REPRESENTED BY AVERY-KNODEL, INC.

Coming Conventions

*Indicates first listing in this column.

Sept. 11-13. Iowa Daily Press Assn., Hotel Savery, Des Moines, Ia.

Sept. 13-16. Direct Mail Advertising Assn., 42nd annual convention, Queen Elizabeth Hotel, Montreal, Can.

*Sept. 16-18. Michigan Assn. of Broadcasters, fall convention, Hidden Valley, Gaylord, Mich.

Sept. 16-19. Mail Advertising Service Assn. International, annual convention, Queen Elizabeth Hotel, Montreal, Quebec.

Sept. 17. Assn. of National Advertisers, sales promotion workshop on incentive selling methods, Hotel Sheraton-East, New York.

*Sept. 17-19. Mutual Advertising Agency Network, Bismark Hotel, Chicago.

Sept. 18-19. Wisconsin Newspaper Advertising Executives Assn., annual meeting, Meade Hotel, Wisconsin Rapids.

*Sept. 21-22. Louisiana Assn. of Broadcasters, Francis Hotel, Monroe.

Sept. 23-24. CBS Radio Affiliates Assn., sixth annual convention, Waldorf-Astoria, New York.

Sept. 23-24. National Business Publications, New York Regional Conference, Hotel Roosevelt.

Sept. 24-26. Advertising Federation of America, 10th District convention, Hotel Texas, Fort Worth.

Sept. 25. Advertising Research Foundation, 5th annual conference, Waldorf-Astoria, New York.

*Sept. 26-27. American Women in Radio and Television, Shamrock Hotel, Houston.

*Sept. 26-Oct. 1. Affiliated Advertising Agency Network, international convention, Somerset Hotel, Boston.

Sept. 28-30. Southern Newspaper Publishers Assn., 56th anniversary convention, Arlington Hotel, Hot Springs, Ark.

Sept. 29. Magazine Publishers Assn., 3rd annual fall conference, Hotel Commodore, New York.

Sept. 29. Newspaper ROP Color Conference, one-day workshop, Hotel Biltmore, New York.

Oct. 4-6. Advertising Federation of America, 7th District convention, Roosevelt Hotel, New Orleans.

Oct. 5-6. New England Newspaper Advertising Assn., annual meeting, Parker House, Boston.

Oct. 8. Assn. of National Advertisers, International Workshop, Savoy-Hilton, New York.

Oct. 8-9. Advertising Federation of America, 3rd District, fall conference, Poinsett Hotel, Greenville, S. C.

Oct. 14-16. Point-of-Purchase Advertising Institute, 2nd national members meeting, Statler-Hilton Hotel, Washington, D.C.

Oct. 15-16. American Assn. of Advertising Agencies, annual central regional meeting, Drake Hotel, Chicago.

Oct. 15-17. Pennsylvania Newspaper Publishers Assn., annual convention, Pick-Roosevelt Hotel, Pittsburgh.

Oct. 16-17. Northwest Daily Press Assn., Hotel Normandy, Minneapolis.

Oct. 18-20. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 18-21. Junior Panel Outdoor Advertising Assn., annual convention, Morrison Hotel, Chicago.

Oct. 18-21. American Assn. of Advertising Agencies, western regional convention, Biltmore and Miramar hotels, Santa Barbara, Cal.

Oct. 19-20. Boston Conference on Distribution, 31st annual conference, Hotel Statler, Boston.

Oct. 19-20. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 21. Associated Business Publications, annual midwestern conference, Drake Hotel, Chicago.

Oct. 22-23. Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 23-25. Midwestern Intercity Conference of Women's Advertising Clubs, Oakton Manor, Pewaukee, Wis.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Oct. 26-28. Life Advertisers Assn., annual meeting, Drake Hotel, Chicago.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 4-5. American Assn. of Advertising Agencies, eastern annual conference, Biltmore Hotel, New York.

Nov. 8-11. Assn. of National Advertisers, annual fall meeting, The Homestead, Hot Springs, Va.

Nov. 18. American Assn. of Advertising Agencies, annual eastern central regional meeting, Penn-Sheraton Hotel, Pittsburgh.

Nov. 18-20. Television Bureau of Advertising, annual meeting, Hotel Sheraton, Chicago.

Nov. 23-24. National Business Publications, Regional Conference, Drake Hotel, Chicago.

March 6-10, 1960. National Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

April 25-27, 1960. Sales Promotion Executives Assn., third annual conference, Hotel Astor, New York.

Pattis Moves to New Quarters

Bill Pattis & Associates, Chicago, has moved to larger quarters at 6316 N. Lincoln Ave.

How to keep your head when all about you . . .

"As recently as 1927, drivers who exceeded the speed limit in Peiping, China, were executed and their heads exhibited as a warning to others."

This fact was reported in Borg-Warner's well known advertising series—to ask Americans, who knew less stringent laws, to keep their heads—and drive carefully.

It is one of hundreds of facts Borg-Warner has run in support of Advertising Council campaigns in the public interest.

Not confused by facts.

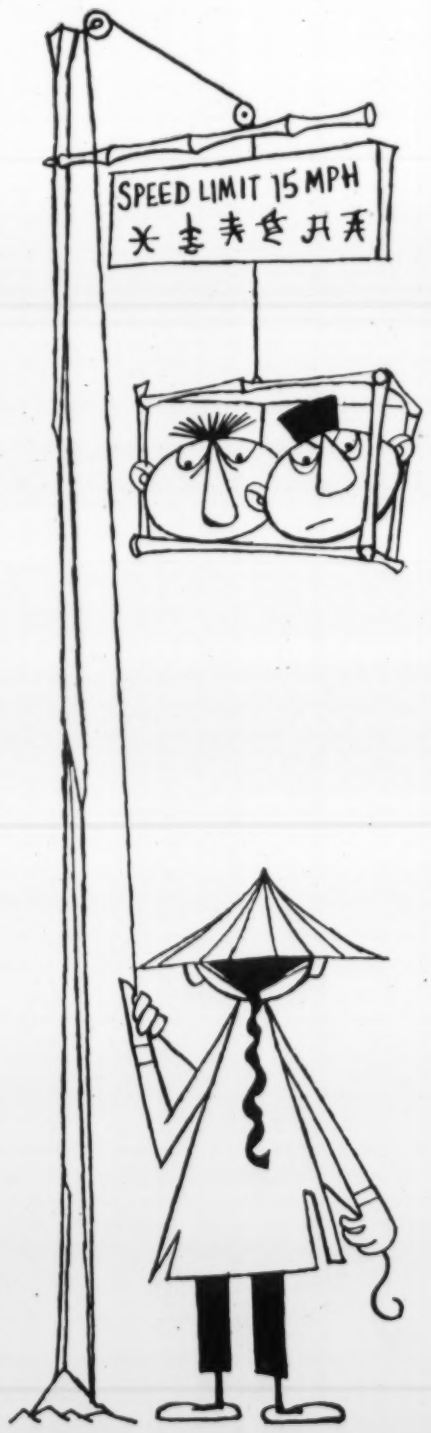
A recent independent depth survey, conducted to determine what "meaningful thoughts" readers derived from these spreads, showed 86% of all persons interviewed considered Borg-Warner "sincerely concerned with the public welfare."

The climate's good.

The survey elicited many voluntary comments to confirm the belief that public-service advertising helps maintain a favorable climate for business. Some of the comments were: "Borg-Warner has done a lot for our country"; "they are serving mankind"; and, "Borg-Warner is tied in with the family and the community."

A billion readers.

Each advertisement since 1952 has carried an Advertising Council message. This is the longest, continuous magazine support given Council projects by any national advertiser. Totals: 216 messages and an estimated billion and a quarter readers.



You, too, can benefit.

You can better your business climate as Borg-Warner has. Use Ad Council campaign slogans on your point-of-sale materials, on your direct mail or business letters, in house magazines or annual reports . . . and in radio, television and print advertising.

Here are current campaigns:

Aid to Higher Education
Better Mental Health
Better Schools
*Crusade for Freedom**
Forest Fire Prevention
*Red Cross**
*Register, Contribute, Vote**
Religion in American Life
Religious Overseas Aid
Stop Accidents
*United Nations**
*United Fund Campaigns**
U. S. Savings Bonds

*Not year-round campaigns

Free information, posters, reproduction proofs, electros for magazines and other advertising materials—yours for the asking. Send the coupon today, or call the Advertising Council branch office nearest you. Branches in Chicago, Los Angeles, and Washington, D. C.

THE ADVERTISING COUNCIL, INC.
25 West 45th Street
New York 36, New York

Please tell me how I can tie in with the Council . . . and "keep ahead".

NAME

COMPANY

ADDRESS

WTRF-TV STORY BOARD

The business tycoon called in his first vice-president one day. "Bill," he said, "I want the truth. Have you ever fooled around with my secretary after hours?"

"Well, er, yes," the other confessed, "I have."

"O. K.," said the tycoon, "you can go."

The second vice-president answered the question the same way. So did the third vice-president.

Finally it got down to the company treasurer. When asked the question, he replied, "Hell, no! I don't even think she's attractive!"

"You're my man," the tycoon beamed. "You fire her."

● You don't have to go through channels to learn about one of America's great markets. Just call the George P. Hollingbery people and have them tell you about the 2 million people in the 36-county WTRF-TV area, and the $2½ billion they have every year in spendable income. It will be a profitable call for you.

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

What really motivates a woman?

(Ask your wife)

WOMEN are not easy creatures to figure out, as every man knows. Nor are they easy creatures to influence. The approach is important. So is the manner. So is the mood. (The wrong approach can have the effect of playing a violin concerto in the middle of a World Series game.)

This observation is not the result of research. Your wife will tell you it's so.

Women, you see, are different from men. As Phyllis McGinley, prize-winning poet and essayist, puts it in her wise and wonderful article, "The Honor of Being a Woman," in the September issue of Ladies' Home Journal: "Women ... are not men's equals in anything except responsibility. We are not their inferiors, either, or even their superiors. We are quite simply different races." Miss McGinley sums up—in these words – why there *is* a Ladies' Home Journal. And, in publishing Miss McGinley's article, the Journal's editors again demonstrate what we call *Journalpower*.

Editing like this has made the Journal the world's largest and most influential women's magazine.

This is a power for advertisers, too. They invest more money in the Journal than in any other women's magazine because Journalpower, plus womanpower, equals salespower.

Never underestimate the power of the No. 1 magazine for women

Ladies' Home JOURNAL

A CURTIS PUBLICATION

NO. 1 IN CIRCULATION ★ NO. 1 IN NEWSSTAND SALES ★ NO. 1 IN ADVERTISING

RAB Appoints Carol Agate

Carol Agate, formerly with the Lawrence C. Gumbinner Advertising Agency, New York, has joined the national sales staff of Radio Advertising Bureau, New York.

Denton Joins Bevel Associates

James A. Denton has joined Bevel Associates, Dallas, as a copywriter. Mr. Denton was formerly a copywriter at Bishopric/-Green/Fielden, Miami.

FULL COLOR 8x10's

From your 4x5, 5x7, 8x10 transparencies. Three to four week service.

Write, Wire or Phone for Free Samples

GROGAN PHOTO COMPANY

1875 Bahls St. Danville, Ill.

Photoengraver Sets Trade Press Drive Promoting Magazines

CHICAGO, Sept. 1—A two-year advertising campaign, promoting the editorial and advertising values of America's magazines, will break with a page ad in the Sept. 14 issue of ADVERTISING AGE.

The unusual promotion will be sponsored by Collins, Miller & Hutchings, Chicago photoengraver. Page ads also will run over a 24-month period in *Advertising Requirements, Printers' Ink* and *Western Advertising*. A total of 96 page units is planned.

All of the illustrations in the ads were contributed by a number of Chicago artists and photographers.

The announcement copy reads: "Advertising has many functions. One is to express appreciation to friends. Another is to advance causes and interests in which we believe. We believe in the basic value ... for American society and American advertising ... of America's national magazines.

■ "Our work as national photoengravers is bound up with the past, present, and future of America's magazines. Artists who derive their livelihood from magazine illustration and photography, editorial and advertising, also have a stake in publishing. It is therefore appropriate for us to join forces with well-known illustrators and photographers to pay tribute, through advertising, to the advertising values of national magazines."

Harry E. Collins, board chairman of Collins, Miller & Hutchings, told AA that "we felt that we could do a promotional job for national magazines that they have not been in a position to do for themselves. Sometimes, appreciative outsiders can see values and make statements about an industry or media that insiders are too close to the picture to recognize."

■ The campaign will be merchandised through a file of proofs which will be mailed to agencies, advertisers and magazine publishers at six-month intervals. To give the proofs reference value for art buyers they will include biographical and other details about participating artists and photographers.

Participating artists and photographers include Earl Gross, Stevens-Gross Studios; Fred Steffen, president of Artists Guild of Chicago; Franklin McMahon, artist-correspondent for *Life*; Everett McNear, who styled the campaign as supervising art director; Wesley Bowman, Wesley Bowman Studios; Dorothy Mylrea, fashion and newspaper illustrator, and Stan Ekman, Haddon Sundblom and Joseph Pearson.

The campaign was written by Alexander Ebin, who has written advertising for Collins, Miller for 20 years. Mr. Ebin is also known as a consultant in the development of business and management magazines, most recently for Sears, Roebuck & Co. #

SALUTE TO MAGAZINES—*These ads are two of a series which Collins, Miller & Hutchings, Chicago photoengraver, will run in advertising trade publications to promote the magazine field.*

Chevy Boosts Feely, Others

E. P. Feely has been named executive assistant general sales manager of Chevrolet division of General Motors, succeeding K. E. Staley, who now is general sales manager. Mr. Feely has been assistant general sales manager for the eastern half of the U.S. Other Chevrolet promotions include L. H. Averill, assistant general sales manager of the eastern half of the U.S.; L. N. Mays, assistant general sales manager over the central office staff; N. J. Johnson, assistant Pacific Coast regional manager, and R. D. Lund, national sales promotion manager.

Sampson-Hill Formed

Two Detroit graphic arts companies have merged to form a new company, Sampson-Hill Corp., 2750 West Fort St. The new company joins Sampson & Johnson and Hill-Godberson Co. One of the principals of the former, F. Lee Johnson, died last month. The company will handle printing, direct mail advertising, shipping and sales promotion services.

Dr. Pepper Enters Minneapolis

Nesbitt Bottling Co. of Minnesota, Minneapolis, has acquired a Dr. Pepper franchise for 21 counties in the Minneapolis-Duluth area and has begun distribution in both cities. The bottling company, to be known now as the Dr. Pepper Bottling Co. of Minneapolis, will distribute 6½-oz. and 12-oz. bottles of Dr. Pepper.

Three Name Barnes Chase

Three companies have named Barnes Chase Co., San Diego, to handle their advertising. They are George Blaufuss & Son, Napa, Cal., apple juice marketer; California General, San Diego missile components and assemblies manufacturer, and Darco Industries, a subsidiary of U. S. Chemical Milling Corp., Los Angeles.

Leap Moves to New Offices

Clint Leap Inc., Cincinnati agency, has moved into temporary offices at 42 W. Main St., Ameila, O., while waiting completion of its new office building which is expected to be ready in the spring of 1960.

ACTIVISM!

Who's got it?

ACTIVISM!

What is it?

He KNOWS the dependable goodness of Certified Blue Ribbon Mats

So when your trusted mat molder suggests full page color by means of a Blue Ribbon CC that goes directly into the newspaper casting box you realize that he has come up with an idea for you and your client's benefit.

Blue Ribbon CC Mats avoid that intermediate cast

. . . a cast made from the usual shrinkage type of newspaper mat . . . a cast whose less than perfect register can nullify much of the effect of excellent planning, art, engraving and presswork.

Gain the full impact of fine full page color by registered sets of Blue Ribbon CC Mats, baked on the form, ready for the newspaper casting box, durable enough to withstand the required number of casts.

Rely on the Blue Ribbon Line

Blue Ribbon means more than a single mat. It represents a series modified to meet a variety of reproductive needs, including fine book and magazine work. No miracles and no monoplies when you stay with the good Blue Ribbon line.

Certified Dry Mat Corporation

555 Fifth Ave., Dept. D, New York 17, N. Y.

Certified BLUE RIBBON MATS

Jumbo PRODUCT REPRODUCTIONS

Your product blown up to as large as 12 feet — in Plexiglass — with interior illumination by high output fluorescent lamps — offering single turntable motion — or our own patented double motion. It spins on its own axis four times faster than it revolves in a 360° circle.

For outdoor advertising purposes at the source of product manufacture —

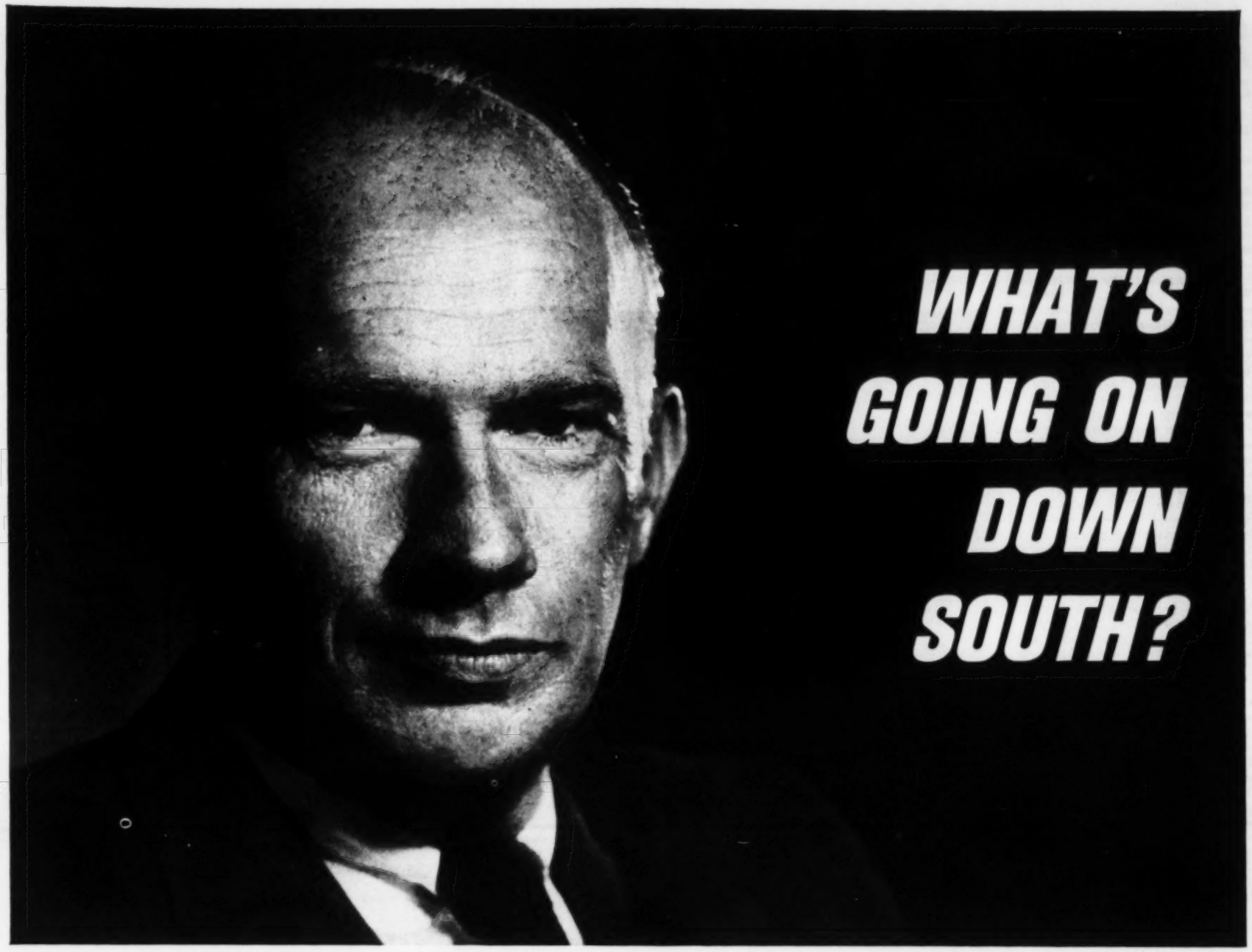
- In super-market and shopping center parking lots
- In high traffic areas of limited ground space

Any product — any quantity sold or leased anywhere in the United States and Canada. Write for cost information or for appointment with company representative.

ACTION DISPLAYS, INC.

Berlin, Wisconsin

The most effective Day & Night outdoor advertising



Sales and Profits "Get Up and GROW!"

"**More than 30 years ago,** *Allied Chemical built one of the world's largest nitrogen plants in the South because of the promise of agricultural growth there. Since that time, The Progressive Farmer—our principal advertising medium—has helped to develop the rural South into our biggest market for ARCADIAN® Nitrogen Products. Our most recent development in fertilizer technology—ARCADIAN Liquid Nitrogen Solutions—was introduced to Southern farmers in The Progressive Farmer, and use of these Solutions is growing faster in the South than in the rest of the country.*"

John D. Waugh, *Director of Advertising*
Nitrogen Division, Allied Chemical Corporation

Southern farmers know that fertilizer pays off BIG! Over the years, they've seen the increasing use of modern plant food practices spark higher and higher farm income. In 1958, the South's cash farm income went over $10 BILLION . . . with 1959 expected to top that!

No wonder the fertilizer industry concentrates on selling the South . . . and uses the most resultful Southern farm magazine to do it! Fertilizer manufacturers spend *twice as many* advertising dollars in The Progressive Farmer as in any other farm publication. In response, Progressive Farmer readers buy 70% of all fertilizer used on Southern farms.

Why not give your advertising the best opportunity to sell the prosperous *rural* South? In this vast market, no other advertising medium can match the power and influence of The Progressive Farmer.

More than 5,700,000 readers in the 16 Southern states

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

Douglas Charges S. D. Politics; Quits S. D. Development Account

RAPID CITY, S. D., Sept. 1—With a fiery blast at the administration of South Dakota's new governor, Ralph Herseth (D.), Douglas Advertising has resigned the account of the South Dakota Industrial Development Expansion Agency (IDEA), a state agency for encouraging industrial activity in the state. Douglas acquired IDEA in 1955 when the agency was born.

In announcing the resignation, William H. Douglas, the agency owner, asserted: "In our opinion there is no place for a really qualified, nationally recognized advertising agency, such as we are, with the present administration in South Dakota."

■ Explaining the action, Mr. Douglas said the government had appointed as new director of IDEA an industrial development man who is "inexperienced."

He further charged that the state's highway department tourist advertising account and the state's cement plant account have been assigned "to a man who is associated with a local printer." These accounts, said Mr. Douglas, "have become large, juicy political plums instead of an investment for South Dakota taxpayers.

"Since we are professionals, not politicians," Mr. Douglas said, "it is our duty to resign."

■ The highway department tourist account, billing about $175,000, and the cement plant account, billing between $50,000 and $60,000, were handled for about 20 years by Graves & Associates, Minneapolis. They were assigned recently to Western Advertising Council, a new agency in Rapid City.

A Douglas agency spokesman pointed out that the new agency's owner, Dean Nauman, was formerly associated with Espe Printing Co., Rapid City, and is operating his agency in a room at Espe's plant at 31 E. Omaha St.

■ The Douglas agency, meanwhile, has acquired five new accounts. They are Hughes Homes Acceptance Corp., Butte, Mont., housing developer; Dakota Mutual Fire & Casualty Co., Yankton, S. D.; Thompson Dairy Co., Billings, Mont.; Barber Transportation Co., Rapid City common carrier, and Atlas Life Insurance Co., Sioux Falls, S. D. None had agencies previously. #

Fastex Names Reilly, Brown

The Fastex division of Illinois Tool Works, Des Plaines, Ill., has appointed the sporting goods division of Reilly, Brown & Tapply, Boston, to handle advertising for its new line of fishing lures. The new product will be introduced in the fall with full pages and color inserts in trade publications. Compton Advertising will continue to handle advertising for the consumer packaging division and Waldie & Briggs will continue to handle advertising for the industrial division.

Ehlers Launches Drive

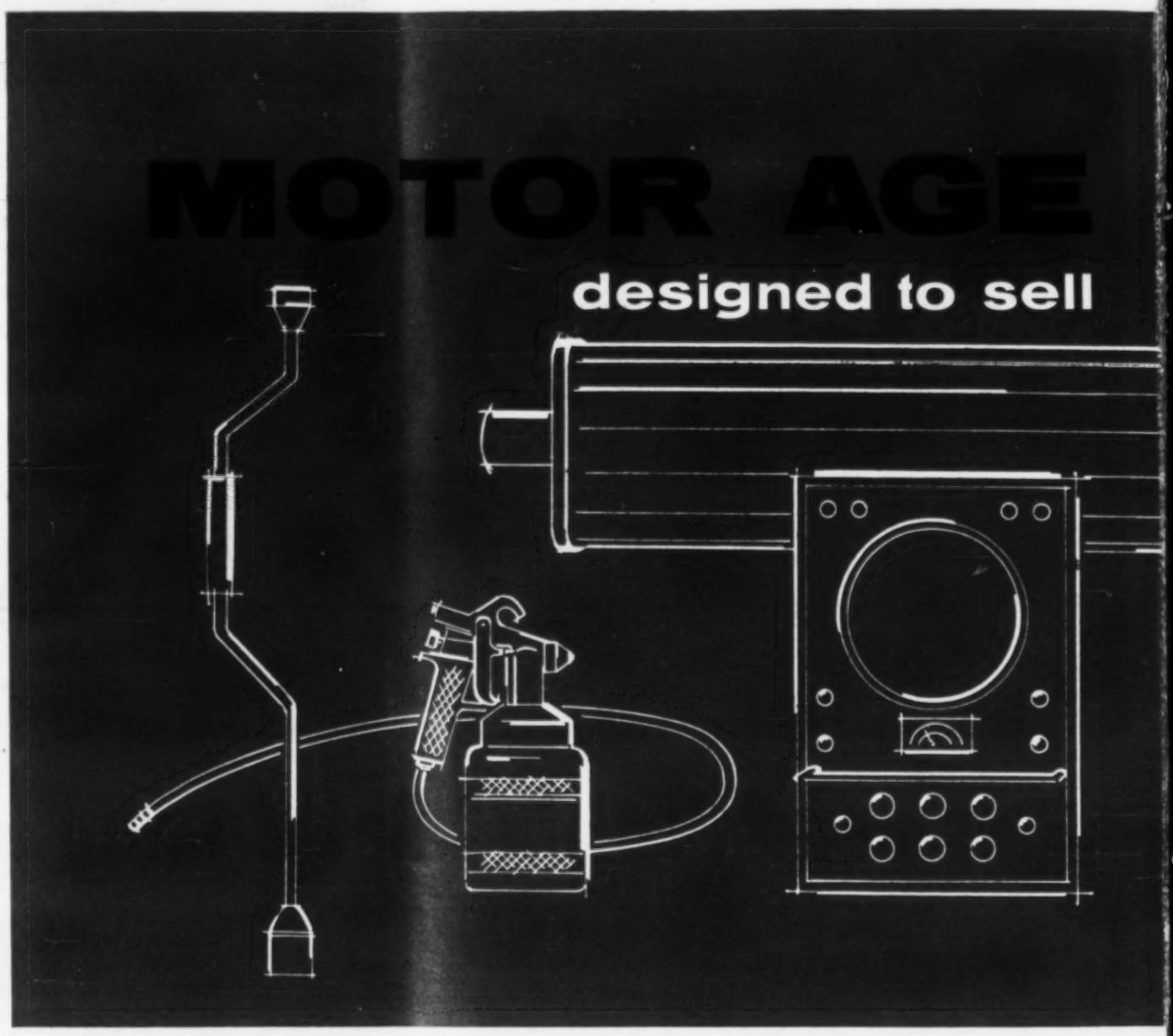
Ehlers Coffee Co., New York, will launch a three-month campaign this month with the slogan, "There is no finer coffee." An 18¢ discount coupon will be highlighted. About 45 eastern dailies, business publications and *Everywoman's Family Circle* are scheduled for b&w insertions, plus a radio spot schedule in New York, Connecticut and New Jersey. Coordinated Marketing Agency is handling the campaign.

Dudreck Joins Hankinson

Albert W. Dudreck, formerly advertising manager of the Rome cable division of Aluminum Co. of America, has joined Hankinson Corp., Canonsburgh, Pa., metal fabricator, as advertising and sales promotion manager. At Alcoa's Rome cable division, Mr. Dudreck has been succeeded by Robert A. Lewis (AA, Aug. 31).

Weeks Joins Genesee Brewing

Neil J. Weeks, former general sales manager of Louis F. Neuweiler Brewing Co., Allentown, Pa., has joined Genesee Brewing Co., Rochester, N. Y., as manager of the on-premise promotion department.



Gives readers accurate and authoritative information covering the sale, service and repair of automobiles and light trucks—information that is timely, useful and profitable.

Gives advertisers, by a unique hand-picked circulation method, coverage of the volume shops which do 94% of the repair and service work performed by dealers, general repair shops, specialty repair shops and service stations.

Motor Age is published by Chilton, one of the most diversified publishers of trade and industrial magazines in the country—a company with the experience and resources to make each of 17 publications outstanding in its field.

In keeping with Chilton policy, the staff of Motor Age devotes full time to the publication, with the dual aim of continuing its editorial excellence and building its high quality circulation. The result is a magazine *designed to sell* the automotive service market.

the association of
art
studios in Chicago, inc.

- ART PLUS, INC.
- BERLET-ANDERSON-MARLIN, INC.
- CARNAHAN-HANSON CO.
- COMMERCIAL ILLUSTRATORS, INC.
- COVENTRY, MILLER & OLZAK, INC.
- GRANT-JACOBY STUDIOS, INC.
- KLING-BIELEFELD STUDIOS, INC.
- KOOPMAN-NEUMER
- HOOVER & KERN STUDIOS, INC.
- NUGENT-WILLIAMS STUDIOS, INC.
- PACE STUDIOS
- PROMOTIONAL ARTS, INC.
- BERT RAY STUDIOS
- VOGUE-WRIGHT STUDIOS
- WHITAKER-GUERNSEY STUDIO, INC.

1000 advertising artists
aasc
SERVICE · DEPENDABILITY · INTEGRITY

the Association of Art Studios in Chicago, inc.
20 North Wacker Drive, Chicago 6, Illinois
R. A. Good, Executive Secretary

WGN-TV to Telecast First Color Commercials on Sept. 9

WGN-TV, Chicago, will telecast its first color commercial at 10 p.m. Sept. 9. Aired in conjunction with the color film "Chad Hanna," the commercials will feature furs and ready-to-wear in live color—ranging from bright reds and greens to muted pastels—from Evans Fur Co., Chicago.

Evans plans to follow the initial color telecast with two more coordinated color film and commercial fashion shows. Films will be "Magnificent Matador" on Sept. 23 and "Mohawk" on Oct. 14. All programs will be simulcast to permit owners of b&w sets to view the same fashion presentations and movies.

Heinz to Launch Promotion

H. J. Heinz Co., Pittsburgh, will use 300 daily newspapers and five national network programs to advertise its "Soup 'n Crackers" promotion, to be launched the first week in October. The promotion will offer consumers a coupon—good for 25¢ toward the purchase of a pound box of crackers—in return for sending in labels from four Heinz soup cans. Maxon, Inc., Pittsburgh, is the agency.

Ford Ltd. Names Carlson

Donald H. E. Carlson has been appointed director of public relations of Ford Motor Co. of Canada Ltd., Toronto. He has been director of public relations of Crown Zellerbach Canada Ltd., Vancouver.

Crane to Industrial Outdoor

George E. Crane Jr. has joined Industrial Outdoor Displays, New Orleans, as sales manager. Mr. Crane was formerly an account executive with General Outdoor Advertising Co., New Orleans.

European Jaunt Adds Four Accounts to Mann-Ellis List

NEW YORK, Sept. 1—Kurt Mann, president of Mann-Ellis, has just returned from his latest trip to Europe—and his report indicates the trip was a successful one.

Mr. Mann, who goes to Europe several times a year to hunt for new clients and visit old ones (AA, Feb. 2), reports the acquisition of four new accounts: Netherlands National Tourist Office, Seprol Inc., Elysee Fabrics and French Book Guild.

The Dutch tourist account has been inactive. Its last agency of record was Charles W. Hoyt Co. The French Book Guild formerly was handled by Maxwell Sackheim & Co.

Seprol and Elysee are both French companies. Seprol markets a makeup applicator. Elysee is a mail order company. #

KFMB-FM to Air Only Jazz

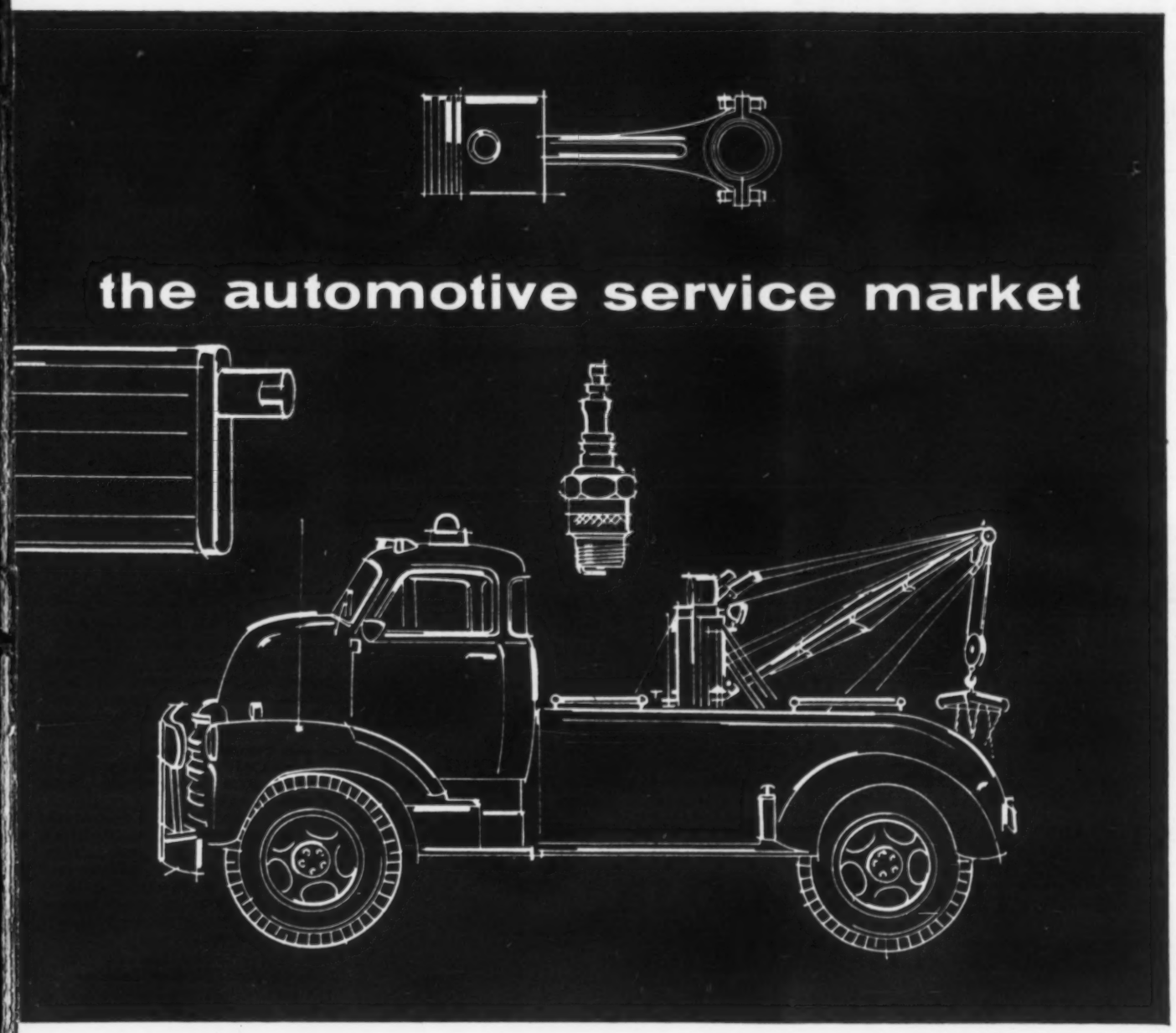
A new San Diego fm station, KFMB-FM, has begun broadcasting. The station's entire broadcasting day is devoted to jazz of one kind or another. The station's time sales policy requires live copy only, preferably written with the specialized audience in mind. Time will be sold in half-hour units and in announcements of one minute or less. No more than three commercials per quarter hour will be handled, and there is to be no double spotting.

Swaffield Succeeds Mitchell

Paul Swaffield has joined McCann-Erickson as manager of its Boston office. Hugh A. Mitchell, vp and manager of the Boston office, has announced his retirement effective Dec. 31. Mr. Mitchell has been with the agency 40 years. Mr. Swaffield formerly was ad manager of a number of B. F. Goodrich domestic and overseas divisions based in New England.

Nylonet Launches Campaign

Nylonet Corp., Miami, has launched what it calls the largest radio advertising budget ever devoted to a foot lotion for its Ice Cake medicated foot lotion. The product will be advertised 600 times a day on 165 different stations. Livingston & Associates, Chicago, is the agency.



Chilton COMPANY

Chestnut and 56th Streets • Philadelphia 39, Pennsylvania

PUBLISHER OF: Department Store Economist • The Iron Age • The Spectator • Automotive Industries • Gas Hardware Age • Boot and Shoe Recorder • Butane-Propane News • Electronic Industries • Aircraft and Missiles Jewelers' Circular-Keystone • Optical Journal & Review of Optometry • Distribution Age • Hardware World Motor Age • Commercial Car Journal • Product Design & Development • Business, Technical and Educational Books

* if

if you use glossy photos for advertising, promotion or publicity . . .

if you appreciate the advantages of using highest quality photos . . .

and still like a good deal on price

if you need prints *right now* when you need them . . .

you, sir, are a *natural* to do business with QPC*

write for samples and price list! (or phone, it's quicker)

* QUANTITY PHOTO CO.

119 W. Hubbard St., Chicago 10, Ill.
SUperior 7-8288

Full color in all its glory

Black and white with dramatic impact

HUTCHINGS & MELVILLE, Inc. *Custom Photoengraving*

4043 North Ravenswood Avenue, Chicago 13, Illinois Telephone: EAstgate 7-9220

CBS-TV Names White, Berman to Program Posts

Larry White has resigned as director of programming of Benton & Bowles, New York, to become director of daytime programs of CBS Television Network in New York. Oscar Katz was vp and director of daytime programs for CBS-TV until he moved up to the top programming vp post at the network.

Named as Mr. White's counterpart on the West Coast was Bertram Berman, whose title will be director of daytime programs, Hollywood, a new post at CBS. Mr. Berman formerly was director of daytime program development in New York.

Schneider Press Adds Division

Schneider Press, 615 W. 131st St., New York, has added a planned printing promotions division, which, in addition to creative services, will offer research studies.

Regina Adds Dailies, Spot TV to Magazines in New Sweeper Push

RAHWAY, N. J., Sept. 2—The Regina Corp., veteran magazine advertiser, will use spot tv and newspapers for the first time this fall, to promote its Electrikbroom and floor polishers and vacuum cleaners.

Markets for the spot tv and newspaper push haven't been chosen, the company reports. The magazine portion of the campaign will start in the Sept. 29 issue of *Look*, followed by insertions in *Better Homes & Gardens, House & Garden, House Beautiful, Living for Young Homemakers, McCall's* and *Sunset Magazine*. Ads are also scheduled for the building manuals: *Home Modernizing Guide, House & Garden's Book of Building, House Beautiful's Building Manual* and *New Homes Guide*.

The expanded campaign is planned "to help retailers capitalize on the tremendous potential made possible by our new wide price range," according to Lannon F. Mead, president. The retail list prices of Regina units now range from $64.95 to a new low of $39.95.

■ In addition to the consumer campaign, full-page plus one-column ads featuring the Electrikbroom will run in *American Motel Magazine, Food Service, Hotel Management*, and *Tourist Court Journal*.

The Model A institutional floor machine will be advertised in *Institutions* and *Volume Feeding Management*.

Promotional material available free to dealers includes newspaper mats, displays, statement enclosures and folders.

Mogul, Lewin, Williams & Saylor, New York, is the agency. #

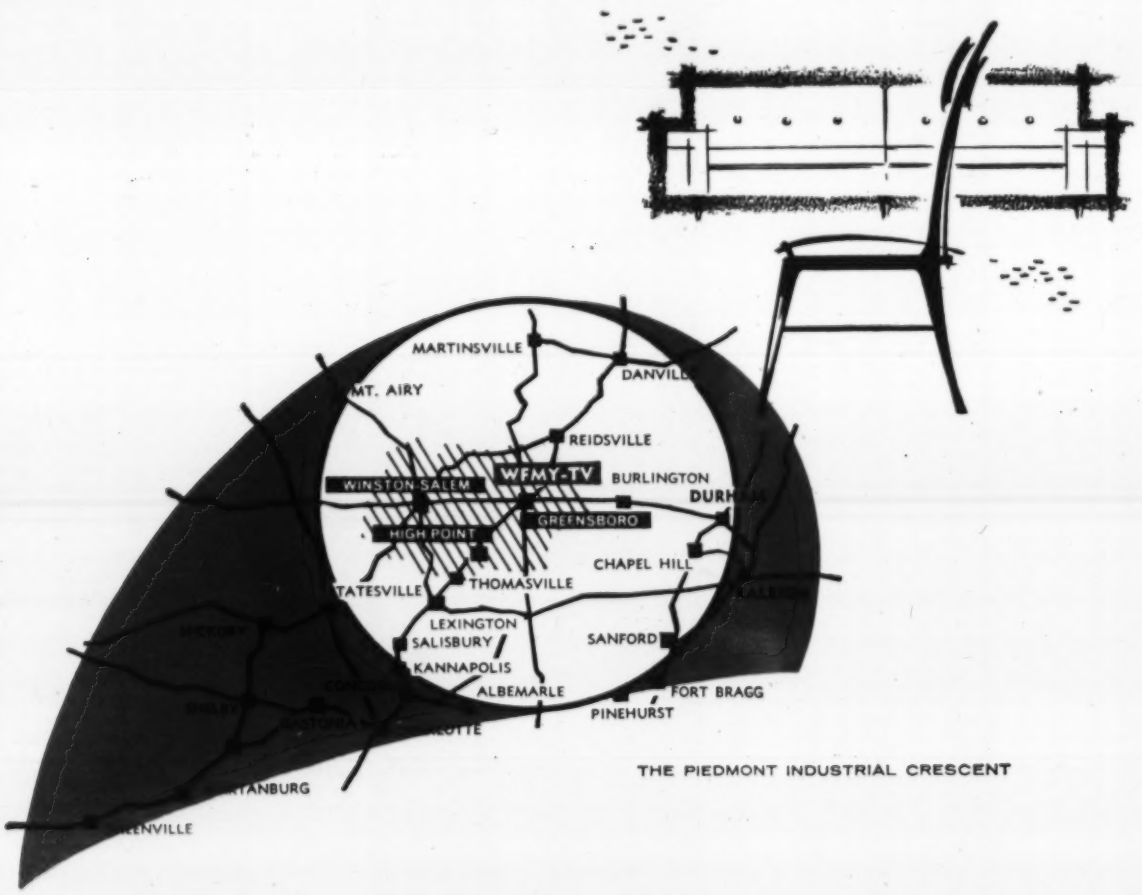
Jensen Heads Rochester Ad Council, Succeeding Harrison

Willis T. Jensen, vp of Charles Rumrill Co., has been named president of the Advertising Council of Rochester, succeeding Edward P. Harrison, president since 1950, who will retire March 1, 1960. Mr. Jensen will work with Mr. Harrison as council vp until the official retirement date.

Mr. Harrison was executive secretary of the Rochester Advertising Club for eight years before assuming his present post. He was presented the first Outstanding Olympian citation of the adclub in June in recognition of 30 years of volunteer service.

State Auto Names Lennon

State Auto Insurance Assn. & Statesman Insurance Co., Indianapolis, has appointed Paul Lennon Advertising Agency, Indianapolis, to handle its advertising, effective Sept. 15. Farson, Huff & Northlich, Louisville, has been handling the account.



THE PIEDMONT INDUSTRIAL CRESCENT

the **FURNITURE** industry . . .

creates buying power in the Piedmont Industrial Crescent!

The South's giant furniture industry is **another reason why** WFMY-TV . . . located in the heart of the industrial piedmont . . . is the **dominant selling influence** in this $3,000,000,000 market. WFMY-TV serves . . . and sells . . . in this heavy industrial 54-county area where 2,250,000 people live, work and buy.

wfmy-tv

GREENSBORO, N. C.

"NOW IN OUR 10th YEAR OF SERVICE"

Represented by Harrington, Righter and Parsons, Inc.
New York, Chicago, San Francisco, Atlanta, Boston, Detroit

CHANNEL 2 CBS

ARE YOU OVER-LOOKING THE VAST POTENTIAL OF THE 6-BILLION-DOLLAR CERAMIC FIELD?

Write today for your free copy of "Scope & Size of Ceramic Production in the United States." You'll get an eye-opener on the vastness of this industry . . . You'll see at once how your clients can begin cashing in on this tremendous potential . . . regardless of what they sell. Request your copy now!

AMERICAN CERAMIC SOCIETY BULLETIN
4051 North High St., Columbus 14, Ohio

NEW QUEEN—*Jose Escalante division of General Cigar Co. is introducing a new modern-design box and logotype for Corina cigars along with a new gold ribbon band on the wrapper with newspaper ads like this, supported by radio and tv spots. Edward H. Weiss & Co., Chicago, is the agency.*

80% of Drug Shoppers Have Favorite Store, Burgoyne Study Says

CINCINNATI, Sept. 2—The typical consumer has a favorite drug store, although fewer than one-third of drug shoppers patronize only one drug store.

These and other facts were disclosed in the "2nd Annual Continuing Report of Drug Store Shoppers" just issued by Burgoyne Grocery & Drug Index. The study is based on interviews with 359 persons residing in a large midwest city of more than 300,000 population. The drug retailers in the city include independent and chain retailers.

A total of 80.5% of the respondents said they had favorite drug stores where they bought most of their respective drug needs.

■ Half of those questioned said they had not read a drug store advertisement in their newspapers in the past week. As for credit, only 13.4% of the consumers questioned said they would be interested in establishing a monthly drug store time payment plan.

More than four out of five (81.1%) said they bought vitamins, and 73.2% said they bought vitamins primarily because of their doctor's recommendations. The majority of drug store shoppers (73.3%) said they shopped an average of four times a month or more. #

Hagg Joins Herbert Willis

Donald A. Hagg has joined the creative department of Herbert Willis & Associates, Minneapolis. Mr. Hagg was formerly product advertising manager of Archer-Daniels-Midland Co.

get the facts on New York City's
new medium on wheels
OUTSIDE BUS ADVERTISING
Mass coverage of millions, or local showings in one or more of eleven different sections of the city. Phone John J. Woods (ULster 2-5000, Ext. 4768) for rates and availabilities.
NEW YORK CITY TRANSIT AUTHORITY
370 Jay Street, Brooklyn 1, N. Y.

Bartell Promotes Goldman

George Goldman has been appointed head of the new creative services department of Bartell Family Radio, San Francisco. Mr. Goldman has been handling promotion and publicity for KYA (a Bartell station), San Francisco, since his resignation last March from KPIX, San Francisco.

Dashew Names Rosenbloom

Dashew Business Machines, Culver City, Cal., has named Irving J. Rosenbloom & Associates, Chicago, to handle its advertising.

NL&B Shifts Hollywood Offices

Needham, Louis & Brorby, Chicago, has moved its Hollywood offices to enlarged quarters at 9130 Sunset Blvd.

ELGIN
ILLINOIS
AURORA
ILLINOIS
JOLIET
ILLINOIS

THE BIG 3 MARKET SOLD BY THE COPLEY BIG 3 NEWSPAPERS:
ELGIN COURIER-NEWS
AURORA BEACON-NEWS
JOLIET HERALD-NEWS
BUY ALL 3 OF THE BIG 3 AND SAVE 9½ CENTS A LINE

THE COPLEY BIG 3 NEWSPAPERS in Northern Illinois—at Elgin, Aurora, and Joliet—cover and sell the state's number one market, outside Chicago.

SEPARATE LINE RATES:
Elgin Courier-News . . . 18¢
Aurora Beacon-News . . 20¢
Joliet Herald-News . . . 21¢
Total . . 59¢
Thrifty ALL-3 Rate . . . 49½¢
BUY ALL 3 AND SAVE . 9½¢ a Line!

"The Ring of Truth"
COPLEY NEWSPAPERS
15 "Hometown" Newspapers covering Northern Illinois — Greater Los Angeles — Springfield, Illinois — and San Diego, California . . . Served by the COPLEY Washington Bureau and the COPLEY News Service.
REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

Young Adds Radio Shack

Kenneth A. Young Associates, Brookline, has been named to handle advertising for Radio Shack Corp., Boston, optical and high fidelity components manufacturer. Campbell, Emery & Lutkins is the previous agency. Young also has named Phyllis Burlingame, formerly with Badger, Browning & Parcher, traffic and production manager.

Heinn now offers you a *complete* line of custom-styled binders and indexes, at a wide range of prices. No matter what you need, Heinn's improved manufacturing facilities guarantee immediate production of the *one* binder that's right for your job. Prices are low to moderate, depending on your preference in workmanship and materials. Ask for a quotation — and you'll be Heinn's next customer!

SPECIAL... Send for your free sample of Heinn's presentation covers.

The HEINN COMPANY
Sales Zone 8-H
326 WEST FLORIDA STREET
4004 MILWAUKEE 4, WISCONSIN

Chicago Optometrists Add Outdoor Boards to Institutional Push

CHICAGO, Sept. 2—Chicago area optometrists have an institutional advertising program well off the ground.

The optometrists last year formed an Educational Council of Optometry and through it spent about $25,000 in newspapers and radio, urging people to protect their eyesight with annual visits to an optometrist.

■ Now the council is adding outdoor posters to its media list. Beginning Sept. 10, about 20 General Outdoor locations throughout the metropolitan area will carry messages saying, "Protect your eyesight. See your optometrist once a year." The signature reads "Educational Council of Optometry, a specialized profession." The posters will be used for four months.

To merchandise these posters the council is sending out some 500 miniature posters for display in doctors' waiting rooms—"point of waiting" displays, the council calls them.

The council will continue to use ads in the four major dailies here as well as radio spots on WMAQ and some on "Monitor." Present plans also include a space at the auto show next January and "tv is in our plans, as soon as funds permit," according to Julian J. Jackson Agency, Chicago, the council's agency.

■ The council, which has been in the talking stage for several years, got its start in May, 1958. It was organized for advertising and pr purposes only. It has no formal membership and operates entirely on voluntary contributions from the doctors. About 300 of the area's nearly 1,000 optometrists are active contributors to the campaign fund, according to the Jackson Agency.

The council's ad program is in accord with popular ethical standards in the profession, since neither prices nor specific optometrists are named in the advertising, the agency points out. #

TRIOPTIC WATCHBIRD—*Three eyes look right back from posters going up this month in Chicago in the Educational Council of Optometry's ad program for the profession. Jackson Agency handles the account.*

Agency Merger Creates Colle McVoy Weston Barnett

Weston-Barnett, Waterloo, Ia., and Colle & McVoy Advertising Agency, Minneapolis, have merged to form Colle McVoy Weston Barnett Inc., with headquarters in the Arts & Crafts Bldg., Waterloo. Phillips Taylor, president of Weston-Barnett, is president of the new agency, and Gordon Daline, general manager of Colle & McVoy, is exec vp.

Phillips Taylor

Gordon Daline

Other officers are Donald Irwin, vp and assistant manager; Howard Whetro, vp, and Keith Smith, secretary-treasurer. Alfred Colle, president of Colle & McVoy, is chairman of the board, and Kirk McVoy is vice-chairman. Charles Gellerman, Ronald Olson and Clarence Thompson, from the Minneapolis agency, also will serve on the board.

Dryden Names Garfield

Dryden Poultry Breeding Farms, Modesto, Cal., has named Garfield, Hoffman & Conner, San Francisco, to handle its advertising. Dryden markets its Dryden strain of chicks nationally and internationally.

Technical Publications Buys 'Broadcast Engineering'

Broadcast Engineering has been acquired by Technical Publications Inc., Kansas City, a new wholly owned subsidiary of Implement & Tractor Publications Inc. Two officers of the parent company have been assigned posts with *Broadcast Engineering*. Emmett P. Langan, vp, was named advertising director, and William J. Shaw, vp, will be circulation manager. The magazine was founded by Don Mehl with an inaugural issue last May, and is the "first engineering publication devoted exclusively to the many technical aspects of broadcast station operation."

Triumph Names Grey

Triumph International Corp., German manufacturer of foundation wear, has appointed Grey Advertising Agency to handle its advertising in the U. S. and Canada. Triumph, said to be Europe's largest manufacturer of foundation wear, plans to introduce a specially designed line in North America this fall.

Neuweiler Names Morris

Louis F. Neuweiler & Sons, Allentown, Pa., brewer, has appointed Cavanaugh Morris Advertising, Pittsburgh, to handle its advertising. Bauer & Tripp, Philadelphia, is the previous agency of record.

Midwest Dailies' National Volume Is Up 35.7% in July

CHICAGO, Sept. 2—Impressive gains in classified, national automotive, national and total advertising during July were reported by 53 midwest daily newspapers to Inland Daily Press Assn.

A total of 20 newspapers, having average circulations of 25,000, showed July gains of 18.1% in classified, 60.1% in national automotive, and 35.7% in total national as compared with July, 1958. Local display linage was up 7.8% and total advertising increased 10.9%.

The 33 newspapers, with circulations averaging 10,000, showed increases of 12.9% in classified, 47.5% in national automotive and 19.7% in total national linage. Local display jumped 3.6% for a gain in total advertising of 5.4% over July of last year.

■ With the July gains, both groups of newspapers showed cumulative increases for the first seven months in all classifications as compared with the same period in 1958, according to the Inland Daily Press Assn. #

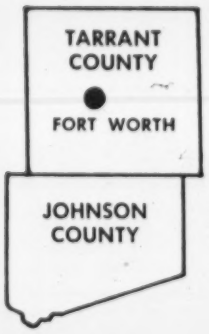
Deines Joins Campbell-Mithun

Harry Deines has joined Campbell-Mithun, Minneapolis, as account director. Mr. Deines was formerly general advertising manager of Westinghouse Electric Corp.

There is only one genuine Day-Glo! Day-Glo is the registered trademark of Switzer Bros., Inc. Cleveland 3, Ohio, for daylight fluorescent products.

Announcing!

THE NEW FORT WORTH METROPOLITAN AREA



Covered Thoroughly Everyday by the
FORT WORTH STAR-TELEGRAM

The Fort Worth Metropolitan Area	
POPULATION	618,000
EFFECTIVE BUYING INCOME	$1,093,684,000
TOTAL RETAIL SALES	$715,707,000

39th in the Nation in Population!
41st in the Nation in Effective Buying Income!
40th in the Nation in Total Retail Sales!

*Sales Management now includes the 2-county area of Tarrant and Johnson Counties as the Standard Fort Worth Metropolitan Area.

FORT WORTH STAR-TELEGRAM
AMON G. CARTER, Jr., President and National Advertising Director
LARGEST CIRCULATION IN TEXAS
without the use of schemes, premiums or contests
"Just a good newspaper"

ACTIVISM!
What's in it for you?

Delivers your full page ad into 100,000 Lutheran Homes for less than 2/5 of one cent per family

This Day
The Christian family magazine read with thoroughness* and believability

*A recent survey revealed that 52.2% of the subscribers spend 2 to 3 hours reading THIS DAY magazine.

Let us mail THIS DAY to your home. Just send your name and address.

This Day
Concordia Publishing House
3558 S. Jefferson Ave., St. Louis 18, Mo.

impression

"Impression is often the balance-point between growth and stagnation. With a broad product line for petroleum and other major industries, we find it most efficient to operate through independent divisions. They benefit directly by our advertising in the leading business publications covering Dresser markets. The total impression of all this advertising creates our desired over-all corporate identity."

John B. O'Connor, President, Dresser Industries, Inc.

IMPRESSION—*Consistent* advertising helps create and maintain a favorable impression of your company among the men who are prospects for your products and services. In today's leading growth industries, there are more than 1,000,000 key men who pay to read McGraw-Hill publications.

By *concentrating* your advertising in one or more of the McGraw-Hill publications serving your major markets, you establish an identity for your company... create preference for your products and services . . . help your salesmen close orders.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

Agencies, Advertisers Air Views on Compensation for Product Tests

(Continued from Page 3)

general," he says flatly, "agencies are being taken on new products. It is very hard to find a client willing to pay a fee, and the trouble is that most of us are so damn anxious to get new business we'll do anything.

"The solution ought to be a careful evaluation of the situation between advertiser and agency, and a reasonable expectation that if the product goes the agency will hold onto it for several years. In our own case, we are now asking for some kind of fee in connection with a new product—or, some additional business on established products to compensate us fairly."

■ **The advertising vp of an important food advertiser,** however, sees the problem differently. "Our situation," he says, "is somewhat peculiar in that we are one of the very few major advertisers which retains only one major domestic agency.

"In our situation, the agency receives very substantial revenue in the aggregate from many different product advertising budgets. When accurately costed out, I am sure some of our products are highly profitable, some perhaps at a break-even level, and some unprofitable.

"With a large revenue pool, the agency can, without hardship, render necessary service for the less profitable, or even unprofitable, product accounts. Likewise, the agency properly has been willing to render service for new products which eventually may or may not be extensively marketed.

■ "On the other hand, we do have a situation where an agency added special staff to render service in connection with a new product introduction which had to be postponed for several months. In this instance, the agency suffered a hardship in terms of out-of-pocket costs for which they should be reimbursed on an equitable basis. This we propose to do.

"It could be said that any sound agency operation must accumulate some reserves to finance the solicitation of new business and the servicing of new business during the initial stages. It would seem reasonable that an agency would be willing to draw upon such reserves to finance the servicing of a new product for an existing client. Of necessity, such an arrangement would have to be the result of negotiation and mutual agreement."

■ Here's what others have to say:

Charles E. Claggett, president, Gardner Advertising Co., St. Louis:

"We are delighted that you are attempting to set up some agency-client ground rules for the introduction of new products.

"We believe an agency should share part of the risk in introducing a new product; however, we feel that the major part of that risk should be borne by the advertiser for two important reasons:

"A. He makes all of the final decisions.

"B. His final reward can be immeasureably greater than ours. There is virtually no limit to the ultimate reward when the product is truly successful. Our greatest reward, on the other hand, is payment for our services. The size of this payment depends on the size of the account, but in any case, it is payment for professional services rendered.

"We believe that, ideally, the agency's investment should be limited largely to their investment of time. Out-of-pocket costs, at least those of a substantial nature, we feel should be handled by the client.

"We further believe that an agency's investment in a new product should never be any greater than can be recovered within a reasonable length of time; that is, two to three years maximum.

"Obviously, every situation is different, but we feel that reasonable ground rules can be arrived at between client and agency at the outset. In this way, misunderstandings which might arise later can be minimized.

"As you may know, we have been engaged in quite a number of new product introductions. In no instance have we found any client of ours to be inflexible or unreasonable."

Kenneth Laird, president, Tatham Laird Inc., Chicago:

"New products are both bane and blessing to an advertising agency. We can't live without them. And, fiscally speaking, it's sometimes difficult to live with them.

"On the plus side, our $30,000,000 billing forecast for this fiscal year includes $21,000,000 on products that did not even exist ten years ago. Obviously, they have been important to us.

"On the other hand, a new product requires at least as much skilled agency manpower as a going, income-producing product—sometimes a lot more.

"We've helped clients to groom a lot of new items; and invested heavily in manpower doing it. The red ink has sometimes been pretty thick, not infrequently going into six figures for a single item and on at least one occasion reaching a stratospheric $275,000, before any significant income began to flow to the agency.

"Fortunately in the latter case, the tests were successful and the product eventually 'went national.' But the test could easily have turned out the other way and the client have very properly decided to drop it.

"Our experience with new products has been highly successful in total. This is largely due to the fact that we serve clients of unusual character and marketing sophistication.

"Such a client is conscious of the value and the needs of a good advertising agency and consciously tries to keep the scale in balance, as by assigning some new going business to an agency which has just had the heavy expense of a new product test which led down a blind alley.

"We have always tried to analyze each situation individually and apply good business judgment. If one of our clients wants us to handle a new product and we believe the item has a future, we are generally glad to invest our time and money. Clients of the caliber we serve have a pretty good batting average in new product development.

"But not all clients of all agencies are so seasoned. I should think that it would be valuable for agencies and clients as a whole if the problem of agency work on new products were put on a more businesslike basis. I think it would be a good idea, for example, for clients to require that their agencies keep accurate timesheets of the work on each specific new product. If the product eventually goes to market and becomes a substantial advertiser, the agency should in most cases be willing to absorb these costs. If the test fails and the product is dropped, I think it would be fair for the client to pay the agency all direct costs (salary and all other out-of-pocket expenses), with the agency making a contribution of its accompanying overhead costs."

E. A. Snow, advertising manager, Procter & Gamble Co., Cincinnati:

"It is impossible for us to make any statement about what financial arrangements between the client and the agency are proper in connection with the introduction of new products.

"The circumstances surrounding individual products and the relationships between any client and his agencies are so unique and various that any generalization is difficult.

"An understanding regarding the subject about which you have inquired, along with many others, must in our opinion be worked out between the principals, based on the circumstances applying in each individual case."

The chairman of the board of one of the "giant" agencies:

"Until a year ago, we lost substantial time and money in this type of work. Today, we are still gambling with some creative time, but with no loss of out-of-pocket.

"A year ago we set up these ground rules: First, with *present* clients we charge for all out-of-pocket . . . but absorb creative time within the agency. For new accounts, with no current billing, we charge all out-of-pocket, plus a fee to adequately cover inside time. If copy testing is involved we also charge for that.

"Our clients like this middle of the road arrangement. The bigger they are the more understanding they seem to be.

"The new accounts that come to us on the basis of charging adequately for all services know they are getting their money's worth. But, in all frankness, we lost out with four substantial corporations this last year because of our charging policy. From these four large companies, however, only one product, to my knowledge, has survived the test-marketing stage and is growing toward national distribution.

"From considerable experience during recent years I would say, no matter how you carve it, the agency loses money on any new product development through the test market. Our clients appreciate this, and are reasonable.

"Equally important today, in my judgment, is what happens after a product survives a test market operation. Here are some of the basic problems involved:

• "1. Too many corporate management people go into a new product introduction, too enthusiastically. Their share-of-market expectations are entirely too high, and if mature agency people counsel for more realistic goals, they are in trouble. This situation is not unusual.

• "2. Too many outside consultants speak too glibly about Investment Spending and Pay-out Plans to corporate managements, unfamiliar with the soap and food business. As we all know, these approaches are extremely helpful but are far from infallible, as P&G, General Foods and others well know.

• "3. Too many companies, with Pay-out Plans thoroughly understood and enthusiastically approved at the start, then lose their nerve at the time a product is ready for expansion—to sectional and national distribution—due to the immediate and substantial investment involved. Most good agencies have had this happen . . . and it is not only a heart-breaker but costly.

"Of course, volumes have been written on how to prepare a new product for market introduction. There's no longer any great mystery about that. But more should be written about preparing the minds of corporate management for successful market expansion, after limited test-marketing—and what it takes. That's a big problem today."

Fairfax M. Cone, chairman of the executive committee, Foote, Cone & Belding:

"When an agency handles all of an advertiser's business, as we do in certain cases, we are delighted to and do contribute to test operations without any charge whatever. This is the kind of gambling we are happy to take, for it is the kind that built the advertising agency and the fine relationship that exists between many agents and their clients.

"When we handle only some of an advertiser's products and are assigned some new item for test marketing, we like to charge out-of-pocket costs, for research, travel, etc. Indeed, it has become pretty much a matter of course for our clients to make these assignments on this basis.

"When we are asked by a new client to join with him in the development and test marketing of a new product, we accept the assignment only upon the payment of a fee which will pay us a small profit. This never seems to be the way it works out but at least we hope not to lose money.

"On any other basis than the above it seems to me that work on new products, which may take every bit as much time as on going ones, will tend to rob the latter of time and effort that belongs to them if the same people have to be used and the commissions on going business must cover the agency's whole cost.

"Having said all this I must be honest and tell you that I could give you an exception in every single case. Nevertheless, this is what I think is fair and most advertisers that I know think so too."

The president of another "giant" agency:

"1. In general, with a knowledgeable client who has sufficient resources, the prospect of the heavy weight of initial advertising along with the potential for a long-term continued advertising expenditure is sufficient incentive to the agency to make the investment in time and effort which it must make before the product goes on the market.

"2. More frequently than not, among advertisers with several brands, a new product introduction is handled by an agency which already has one of the client's existing brands, giving the agency current billing to help offset some of the investment in the new brand.

"3. In most instances, the risks involved are heavier for the client than for the advertising agency because the client will have an investment in time, research, product development, and product facilities as well as the initial advertising investment. In view of this heavy risk by the client, the agency is usually willing to accept the client's judgment on the chances of success and make whatever investment is required on its part.

"4. If the likelihood of heavy initial advertising is not sufficient to justify the risk either because of the product situation or the client's financial position, the remuneration can, and should be, negotiated so that the advertising compensation is in line with the service rendered.

"5. If, after an agency has made a substantial investment in the development of plans for a new product introduction, conditions change through no fault of the agency and unrelated to the marketability of the product (i.e., an agency switch is made for other than agency performance, or the client decides not to market the product for reasons other than the potential success), the agency should be and probably would be compensated for its service.

"That is to say, if the agency has been inadequately compensated during the launching period—and the client has therefore implicitly or explicitly accepted the relationship of sharing the risk with the agency, the client has a moral obligation to continue this relationship through the anticipated time required for launching, or, failing that, to compensate the agency for its loss."

The advertising vp of a giant food company:

"As far as we are concerned, there isn't any black and white answer to the question which you raise.

"If a new product develops to the point where there is test marketing and advertising becomes part of test marketing, the agency is, of course, compensated for the advertising regardless of whether or not the product being test marketed is successful.

"On the other hand, there are instances where a product does not reach the stage of test marketing—consumer research indicating that the probability of success isn't worth the risk. In such cases there may have been a certain amount of planning and preparation of material used in the preliminary testing. In these cases we endeavor to reimburse the agency for any out-of-pocket expenses, but what you might call their thinking contribution is regarded as part of their over-all service to us.

"But by and large we regard every product as an individual situation, and the compensation to the agency is, of course, related to the individual circumstances. And in addition, we strongly feel that what may be best for us is not necessarily best for someone else operating under entirely different circumstances."

Robert E. Allen, president, Fuller & Smith & Ross:

"We believe the agency should not gamble in such situations. There are several reasons for this belief:

• "1. Downward profit trends in the agency business suggest that agencies, themselves, cannot finance such activities and stay healthy.

• "2. Thus, the talent and resources for such activities must be taken from the pool of services supported by other client activities. This undermining of services to clients is obviously both unfair and poor business judgment.

• "3. The opportunity for reward from a successful product introduction is disproportionately in favor of the advertiser. (For example, a product that achieves a sales volume in the millions can yield a profit in the hundreds of thousands to the advertiser, while the agency, even with a budget in the millions, can hope for a profit only in the tens of thousands.) Thus, the gamble, if any, is not fairly borne by the agency.

"Just as clearly, we believe it is unfair and unrealistic for the agency to look for full profits for themselves from introduction activities. A break-even on such profits is our objective. We charge for our services accordingly.

"Our experience with our clients

has been that this approach makes sense."

The chairman of the board of another giant agency:

"We have one situation with a large client where a satisfactory fee arrangement has been worked out to cover our work on new products. Obviously, this must be subject to frequent review and adjustment.

"Because clients vary so much in the degree that they make use of agency service during the new product development stage, it is difficult to establish firm ground rules that cover all situations.

"We would be happy to make any contribution we can to improve agency practices. If and when the situation develops that we have a fixed, quotable policy, we would be happy to pass it on to you."

George J. Abrams, president, Richard Hudnut-DuBarry-Sportsman's division of Warner-Lambert Pharmaceutical Co.:

"When you talk about new products, you are talking about one of my favorite subjects!

"As you point out, handling new products through the developmental and test marketing stages is a pretty expensive business . . . and that is true not just for the agencies, but for the manufacturer to an even greater degree.

"Depending upon the size of the company, the gamble is a relative one, and this should be an influencing factor in deciding whether special reimbursement to the agency is necessary or desirable. When a Procter & Gamble launches a new product, let's face it, it's far less of a gamble than when an Adell Chemical Co. introduces a Lestoil. The agency knows that if a Procter & Gamble product succeeds, many millions of dollars of advertising expenditure will follow, and there is little chance of an agency change in the wake of marketing success.

"However, with the smaller concern, the chances of success are indeed speculative, and there is just as much chance that, with success, will come movement to a bigger agency. Remember Brylcreem?

"As far as the advertiser is concerned, let's recognize that he is generally on a non-profit basis for some time, and often loses money in that first critical year. Moreover, no cost accounting process has ever accurately pinned down the additional expense occasioned by the amount of thinking time devoted to the new brand at the expense of established items, nor the relative effect the new brand has on the sales of established products from which attention is drawn.

"Without new products, the average company will stagnate and subsequently die, so these new brands are a living part of our economy. I am glad to see that your staff is giving thoughtful consideration to this process of new product development and marketing, as there is still a sad lack of information on the subject." #

H-R Names 3, Moves in S. F.

H-R Representatives, New York, radio station representative, has appointed Richard M. Walker to its Atlanta sales staff, replacing Bill Jones, who resigned, and has named Sal J. Agovino to its New York sales staff. Mr. Walker formerly was an account executive with Weinstein Associates, Atlanta. Mr. Agovino previously was with McCann-Erickson. H-R Television, affiliated tv station representative, has named Len Lundmark, previously with KFSD-TV, San Diego, to its Los Angeles sales staff. H-R's San Francisco office has moved to larger quarters at 321 Bush St.

Wholesalers Publish Booklet

The National Assn. of Wholesalers, Washington, has published a booklet on "Career Opportunities in Wholesaling." The three-color, 12-page booklet describes the role of the modern wholesaler in the economy and growth that is taking place in the industry, and the wide variety of career opportunities open to high school and college graduates. Copies of the booklet, priced at 25¢ per copy, may be obtained from the association, 1001 Connecticut Ave., Washington.

LaChoy Maps Noodle Push

LaChoy Food Products, Archbold, O., is using newspapers, magazines and trade papers for a fall campaign promoting a free noodle offer. LaChoy's chop suey and chow mein cans carry coupons which customers can send in for a coupon redeemable for a large can of LaChoy chow mein noodles. Maxon Inc. is the LaChoy agency.

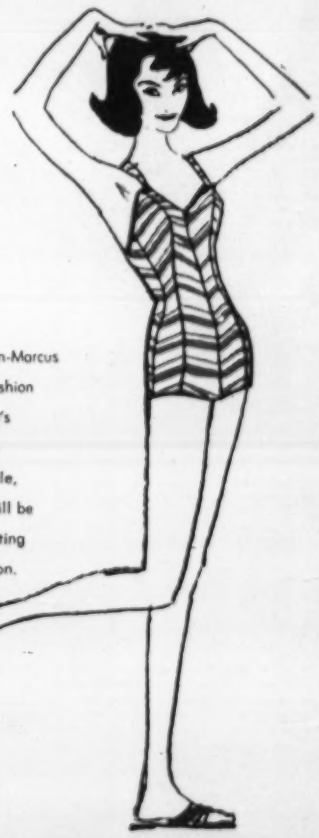
Sinkey Joins Ayres, Swanson

Robert W. Sinkey has joined Ayres, Swanson & Associates, Lincoln, Neb., as director of media and comptroller. Mr. Sinkey was formerly midwestern public relations director of Sperry, Hutchinson Co.

In FRESNO . . .
everyone gets the
Fresno GUIDE
Fresno, California

ACTIVISM!
What is it?

See what a difference COLORED PAPER makes!


You're invited
to n-m's
preston center
cole of california
showing!
Don't plan a thing for next Friday, April 25! Come to Neiman-Marcus Preston Center and see all the fashion excitement from one of America's most famous Swimwear names — Cole of California. Miss Anne Cole, talented guiding light of Cole, will be on hand to tell all the trendsetting details of this marvelous collection.
Neiman-Marcus
Preston Center
Friday, April 25
11:00 o'clock

You're invited
to n-m's
preston center
cole of california
showing!
Don't plan a thing for next Friday, April 25! Come to Neiman-Marcus Preston Center and see all the fashion excitement from one of America's most famous Swimwear names — Cole of California. Miss Anne Cole, talented guiding light of Cole, will be on hand to tell all the trendsetting details of this marvelous collection.
Neiman-Marcus
Preston Center
Friday, April 25
11:00 o'clock

Neiman-Marcus uses it to get "TWO-COLOR PRINTING" with one press run

The Neiman-Marcus invitation-card, reproduced here in miniature, shows how colored paper adds great sales impact to a printed piece. Colored paper provides an extra color and thus creates a "two-color" piece without two runs of the press. The added cost is small, for colored papers cost little more than white papers of equal quality, and colored inks cost little more than black ink.

Make YOUR NEXT JOB a "two-color" job by printing with colored ink on one of the many beautiful colors in the Beckett line.

BUCKEYE-BECKETT PAPERS

THE BECKETT PAPER COMPANY
MAKERS OF GOOD PAPER IN HAMILTON, OHIO, SINCE 1848

St. Anthony MESSENGER
National Catholic Family Magazine
Tell your sales story every month—in the bosom of the family.
NOVEMBER ISSUE CLOSES SEPT. 20
Orders and Sample Copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd., Chicago 4
Telephone: HArrison 7-7176

BASIC TEST FOR MEDIA SELECTION:

Ask anyone, anyone you're trying to sell in the aviation market, what publication he reads and respects most.

A powerful editorial force is a powerful selling force.

Aviation Week

Including ***Space Technology***

A McGraw-Hill Publication. 330 West 42nd St. New York 36, N. Y.

Aviation's largest engineering-management audience.

ABC PAID CIRCULATION 71,950

'Terrible Need' for Better Merchandising Grows Even More So: Adman Goldberger

NEW YORK, Sept. 1—Nine years ago Gramercy Advertising was set up as a specialist in sales promotion, merchandising and sales training to fill "a terrible need." Today, that need is "even more terrible," according to Maurice M. Goldberger, agency founder.

Sales promotion is an agency stepchild, Mr. Goldberger believes. "Companies realize they need good promotion but their agencies don't acknowledge they aren't doing the work." As a result, Gramercy is usually hired by a company on a retainer or fee basis to work alongside its regular agency.

Maurice Goldberger

"There's an appalling lack of salesmanship everywhere, in every industry. Right up to automobiles—here it is, our leading industry, acting like a bunch of amateurs is running it. Leadership has to come from the top—people will do no more than you demand of them, no more than the example you set for them," Mr. Goldberger told ADVERTISING AGE today, in his blunt, outspoken way.

"It's imperative that companies do everything they can to get salesmen to get over their lazy wartime habits and start selling again. Sometimes when I watch a retailer, I literally feel like shaking him."

■ Mr. Goldberger has been in advertising for 32 years—a tenure which he feels must be some kind of a record, since he's only 45 years old now. He started out at the ripe old age of 13, pasting up tear sheets in the publicity department of Warner Bros.

He got his high school diploma by attending night school, and ended up by winning a New Jersey state scholarship to Rutgers, which he could not afford to accept. He thereupon attended New York University at night for three years.

During these years, he migrated through a variety of jobs: from publicity to silk screens to neon signs, window display, art studios, door-to-door selling, etc., soaking up experience which he still puts to daily use.

In 1934, he got a job with the Bulova Watch Co. by answering an ad reading: "Young man. Creative, Ad Department. $15 per week." In those days, Mr. Goldberger recalled, "the entire department consisted of the ad manager and myself. I wrote copy, laid out the ads, specified type, ordered mats, everything." He stayed with Bulova for 17 years; then left to set up his present agency.

■ Those depression years "knocking around the New Jersey docks" have given him "an instinct for the great mass market," Mr. Goldberger believes. "You just won't have that common touch if you come out of Princeton," he told ADVERTISING AGE.

"Now I don't believe the mass market is made up of morons. They're pretty smart people in their own fashion—but people see without seeing, hear without hearing, read without reading. You've got to tell the great mass market exactly what you mean," he said.

"Don't expect them to interpret an idea, or read anything into your ad. You must state as simply as possible what the score is, and don't try to be subtle."

Mr. Goldberger also takes the stand that there's no old idea that can't be given a new slant. "I don't go along with people who say, 'We can't do that; it's been done before.'

■ "There's nothing old that can't be injected with new enthusiasm and excitement," he said. "Take the trade-in. That's an old, old gimmick, but you can always give it a new slant—like having a radio trade-in where the radios are donated to veterans' hospitals. The public is smart enough to want a reason for things, and it likes the

DID YOU KNOW?

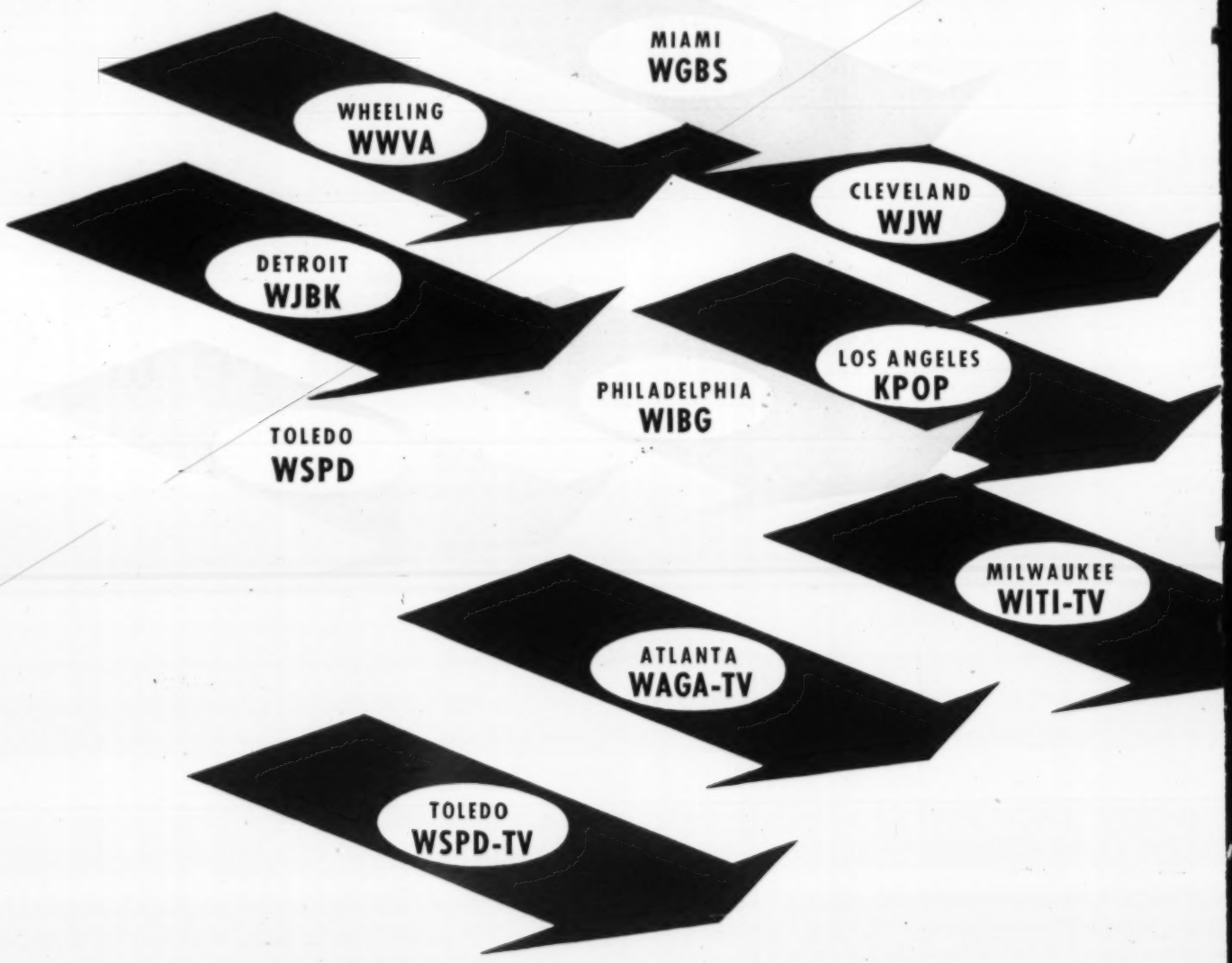
GENUINE GLOSSY PHOTOS COST AS LITTLE AS PLANOGRAPH!

WHY TAKE LESS?

Singleweight Glossy Prints	Quantity	5 x 7	8 x 10
	25	$ 2.75	$ 4.00
	50	4.50	6.00
	100	8.00	9.50
	250	17.50	22.50
	500	30.00	42.50
	1000	55.00	75.00
	Negative	1.15	1.65

PHOTO MATIC

89 E. Illinois St., Chicago 11, Ill.
WHitehall 4-2930



YOU KNOW WHERE YOU'RE GOING

Any way you look at it . . . A Storer station is a cinch for increased sales. Take the case of the Big Three Buyers of airtime: Colgate, Procter & Gamble and Lever Brothers. Between them and their advertising agencies, hundreds of research people are employed. They microscopically examine everything they buy. And all three buy consistently on Storer stations, Radio and TV. What better guide to best results? What better proof that you know where your sales are going when you buy Storer? You can bet your bottom media dollar, with Storer they're going up!

Famous on the local scene . . . yet known throughout the nation • Storer Broadcasting Company

idea of knowing the old radios are going to a good cause."

The agency works a great deal with gimmicks and devices that will help the product attract attention. "Most products get lost in the shuffle. We try to do something that will help the product say: 'Look at me. Pay attention to me. I'm important.' "

As one such gimmick, Mr. Goldberger cited his sales promotion campaign for Hamilton Watch Co.'s "weatherproof" watches. (N. W. Ayer & Son handles Hamilton's advertising.) A tiny celluloid umbrella, a bright yellow one, hooks on to each watch, so when the customer walks up to a long counter of watches, his eye is immediately attracted by the yellow umbrellas.

■ Gramercy also uses gimmicks to help break the ice with retailers. As part of the "weatherproof" watch promotion, the Hamilton salesmen are supplied with giveaways for each retailer—a rainhat for women and a thermometer and weather forecaster for the men to clip on to the sun visor in their cars.

"It's always a good idea to give a man something for his car. That car often means more to him than his wife and kids," he said.

To get the customer involved in a product, Mr. Goldberger favors devices like contests and questionnaires. "If you can get the customer into the act—even if it's only taking off his old watch and trying on a new one—50% of the selling problem is solved," he said.

As an example of a successful questionnaire, Mr. Goldberger brought out a Remington electric shaver survey which retailers conducted at shaver counters. "The customer likes to be complimented, and the best way is to ask his opinion," he pointed out.

■ "These questions not only gleaned information for Remington; they provided the salesman with a variety of openings to begin his sales pitch. The big problem is getting the salesman to open his mouth and start to sell," he said.

As for contests, they should never be a "do-nothing" competition, but should involve the customer directly with the product, Mr. Goldberger said. The example he gave was the Hamilton style-preference contest which Gramercy planned. This contest asked entrants to choose which style of watch they preferred and then tell why. This not only helped Hamilton's future product planning, but made the consumer give some serious thought to the Hamilton line, he said.

Every campaign should be explained to retailers in a sales portfolio which details just what a store can do to participate from beginning to end, Mr. Goldberger maintained. Everything must be included to generate a sales spirit in the store—to impress the salesman just as much as the customer.

■ The Gramercy sales kits include everything from a day-by-day outline for the store manager, right down to copy for letters, postcards and telephone calls for salesmen to make to customers. A variety of sales approaches are also given.

Display material included in the kits is handled with a theatrical touch—going back to the days when Mr. Goldberger worked in a display house.

There's one thing, however, that Mr. Goldberger doesn't like about the advertising business: There's too much talk about the "expense account-martini lunch-girl routine.

"It's deplorable, I think we should do everything we can to point out that there are many, many people who work very hard in this business—and I think I'm one of them." #

Ettinger Moves, Adds One

Ettinger Advertising, New York, has moved to 16 E. 41st St. The agency has also been appointed to handle Lawtex Corp., Dalton, Ga., manufacturer of rugs and bedspreads.

Industrial TV Picks Olen

Industrial Television of Los Angeles, designer, engineer and installer of uhf, vhf, education and ham television systems, has selected David Olen Advertising, Los Angeles, as its agency.

STORER STATIONS

RADIO

PHILADELPHIA
WIBG
50,000 watts—First, by far in Philadelphia

DETROIT
WJBK
WJBK-Radio is Detroit

CLEVELAND
WJW
Wonderful, just wonderful! Tops in network—Tops in local

WHEELING
WWVA
Only full-time CBS Network Station in Pittsburgh-Wheeling area

TOLEDO
WSPD
It only takes one to reach ALL Toledo

MIAMI
WGBS
50,000 Watts—CBS ALL South Florida

LOS ANGELES
KPOP
Covers the 2nd largest market

TELEVISION

DETROIT
WJBK-TV
Ch. 2—CBS
Your "Must" Station to Cover Detroit

CLEVELAND
WJW-TV
Top News—Top Movies
CBS Programming

TOLEDO
WSPD-TV
1st in Toledo
Covers 2,000,000

ATLANTA
WAGA-TV
More Top Movies
More News—More Coverage

MILWAUKEE
WITI-TV
CBS Programming
Top Movies

• National Sales Offices: 625 Madison Ave., N.Y. 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago, FRanklin 2-6498

ANSWER AMERICA

ANSWERS YOUR TELEPHONE 24 HOURS EVERY DAY

Do Your Accounts Have a Communication Problem?

Set up phone service anywhere in North America. Your clients will increase their business with Answer America service. Your accounts can maintain mailing addresses and telephones in most cities in North America for an extremely low cost. Special telephone surveys and ad response can also be handled by Answer America affiliates. For complete information, write Answer America.

ANSWER AMERICA, INC.
55 East Washington Street,
Chicago 2, Ill. RA 6-2339

Hearst Advertising Service Inc.

announces the location of

its NEW OFFICES at

410 PARK AVENUE

NEW YORK 22, N.Y.

TELEPHONE PLAZA 2-0200

SEPTEMBER 14, 1959

National Advertising Representatives of:

NEW YORK JOURNAL-AMERICAN • THE CHICAGO AMERICAN • DETROIT TIMES • PITTSBURGH SUN-TELEGRAPH
ALBANY TIMES-UNION • BOSTON RECORD-AMERICAN-ADVERTISER • BALTIMORE NEWS-POST-AMERICAN • MILWAUKEE SENTINEL
SAN ANTONIO LIGHT • LOS ANGELES EXAMINER • SAN FRANCISCO EXAMINER • SEATTLE POST-INTELLIGENCER

SSC&B Names 6 to Media, Copy

Sullivan, Stauffer, Colwell & Bayles, New York, has promoted Ira Gonsier, a time buyer, to associate media director, and has named Thomas P. Reilly a print media buyer and William Ferguson a time buyer. Mr. Reilly formerly was with Grey Advertising Agency, and Mr. Ferguson was with Young & Rubicam. The agency also has appointed Fred S. Lida, Edward Hunt and Lee Zahorik to its copy department. Mr. Lida formerly was with MacLevy-Figurama, Mr. Hunt was a freelance writer, and Mr. Zahorik was with Batten, Barton, Durstine & Osborn.

Burnett Joins Woodrow

Lawrence M. Burnett has joined Williard Woodrow Construction Co., Los Angeles, New York, Miami, and Washington, as assistant to the president. Mr. Burnett was formerly marketing manager of *Life*.

ADVERTISING ADVERTISING—*This is ad No. 1 in the Cuban agency campaign promoting advertising to the public.*

Cuban Agencies, Media Back Drive Pushing Advertising

HAVANA, Sept. 1—The Assn. of Advertising Agencies of Cuba has launched a campaign to promote advertising to the public.

Now in its final stages, the campaign has consisted of a series of advertisements running in newspapers and magazines. Radio, television and posters are also being used.

Space and time worth some $350,000 have been donated by media owners. This makes the campaign one of the largest ever to run in Cuba.

Theme of the drive is, "Advertised products help Cuba." One of the ads in the series points out that the recent revolution has opened up new economic opportunities for Cuba.

■ The Cuban association has 35 member agencies. It is headed by Jose M. Garcia Huerta, vp of Publicidad Inter-Americana, who was recently named recipient of the first "Jose Aixala Roig" award as the most outstanding Cuban advertising man in the past year. The Cuban Advertising Assn. plans to present this award annually. #

Jose Huerta

Universal Plugs 'Pillow Talk'

Universal-International, New York, has planned a heavy ad push in magazines and Sunday supplements to promote its new movie, "Pillow Talk," starring Rock Hudson and Doris Day. The ads, to be placed well in advance of playing dates, will appear in September issues of *Family Weekly, Life, Look, McCall's, Modern Screen, Motion Picture, Movie Life, Movie Mirror, Movie Stars-TV Close Ups, Movieland & TV Time, Photoplay, Redbook, Screen Life, Screen Stories, Seventeen, Teen, True Confessions, True Story,* and *TV & Movie Screen.* Universal's agency is Charles Schlaifer Co., New York.

Assure the Winning Hand

in the big Jackson, Michigan Market . . .

All of these men are ace-high in their fields. Each one is ready with information and reasons why Jackson, Michigan, is a good market. A market you should cultivate.

To move products quickly in the Jackson, Michigan, area, make use of the advertising columns of Jackson Citizen Patriot, the only daily and Sunday newspaper in the county. The newspaper with 97% of its readership concentrated in the city and retail trading zones.

Call Gus, Ben, Bill or Brice. You'll get a quick response to your request for facts about the Jackson, Michigan, market and Jackson Citizen Patriot.

JACKSON CITIZEN PATRIOT

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4580 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

Capitol Aims Ads at '20% of People Who Buy 80% of Records'

HOLLYWOOD, Sept. 2—In an expanded ad program to reach "the lion's share of the population's 20% who buy 80% of the records," Capitol Records will use 20 consumer publications in September, with major copy emphasis on stereo records.

Stereo records will be pushed hardest because their sale "has taken off like a rocket." Although Capitol has only been selling stereo records since early this year, already this type of record accounts for close to 35% of all sales.

The September campaign will be in three parts. The first calls for Capitol's first full-color, two-page inserts, to run in *High Fidelity, Hi Fi Review, Schwann's* and *Harrison's Stereo Catalog.* This color campaign, according to Steve Auld, director of advertising, is "aimed directly at the hard-core of real lp fans, that dealers recognize as their most valued and influential customers."

■ The second campaign, in b&w, will run in *Holiday* and *Travel.* Featuring the company's "Capitol of the World" series, this is designed to take "nostalgic" advantage of the past summer season's increased tourist trade, by spotlighting music recorded in foreign countries.

The third part of the campaign, b&w two-thirds pages, will run in such magazines as *Ebony, Esquire, The New Yorker, Newsweek, Saturday Review, Time* and primary music publications.

All ads will push stereo, but monophonic versions are also available, the ads state in a footnote. In a typical month Capitol will release close to 80 albums. Each ad will feature five or six.

Young & Rubicam is the agency #

Kastor, Hilton Names Two, Adds Jaka Ham Co. Account

Richard Mann, formerly a vp of Cunningham & Walsh, has joined Kastor, Hilton, Chesley, Clifford & Atherton, New York, as a vp and account supervisor. Mr. Mann was a partner in the Conklin-Mann Agency before it was merged with C&W. Robert Nourse, formerly an account executive with Fletcher Richards, Calkins & Holden, has joined Kastor, Hilton as an account executive.

Jaka Ham Co., Danish meat exporter, has appointed Kastor, Hilton to introduce its products in the U. S.

Gas Range Push Slated

The Philadelphia Gas Works is cooperating with eight gas range manufacturers on a 13-week campaign to start Sept. 8 promoting gas ranges under the theme, "Buy with confidence! Cook with confidence!" Four-color spreads will run each week during the 13-week campaign. Car cards will also be used. The participating manufacturers are Caloric, Hardwick, Magic Chef, Norge, RCA Whirlpool, Roper, Universal and Welbilt. Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, is the agency.

PLASTIC
Large or Small
Thick or Thin
Flat or Shaped
Screen process can print it.
Put Punch in Point-of-Purchase
POINT OF PURCHASE COMMITTEE • SPPA

John Philips Adds Two

Seaboard Chemical Corp., Livingston, N. J., manufacturer of Liqua-Band for cuts and bruises, Ak-No for acne, and Magic Touch, a fabric conditioner, has appointed John Philips Advertising, Bloomfield, N. J., to handle its advertising. Fred Zuzi Advertising previously handled the account. Abrasive Co. of America also has appointed the Philips agency, succeeding Conti Advertising.

Ward Expands Credit Plan

Montgomery Ward & Co. is extending its revolving charge credit plan to all of its catalog customers, supplementing the time payment plans which have been available for years. The revolving charge plan, introduced in Ward's retail stores about two years ago, offers 30-day charge accounts without a service charge or a ten-month payment schedule with a small charge.

Traver Joins Stauffer-Capper

Douglas V. Traver has joined the Cleveland advertising sales office of Stauffer-Capper Publications. Mr. Traver was formerly with Fuller & Smith & Ross.

Whether it's PRINTED BROADCAST TELECAST
Somebody may allege that it's Slander, Libel, Piracy of his stuff, Invasion of his Privacy, Violation of Copyright—accusing your Agency, Client or personnel. SO—have our unique Excess INSURANCE, to cushion the claim—effectively, inexpensively.
EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 681 Market St.

POSED BY LOUIS NYE, APPEARING ON THE STEVE ALLEN SHOW, NBC-TV

How to get elected a V.P. . . .
(without being a politician)

It's a landslide! Just give your boss these honest facts. Paper costs represent about 25% of the average printing job. By using Consolidated Enamels, he can save as much as 20% *without cutting quality.*

These savings are possible because Consolidated specializes in the manufacture of enamel printing papers. By using its own modern methods, Consolidated eliminates several costly manufacturing steps while maintaining finest quality.

BALLOT BOX BUSTER! Ask your Consolidated Paper Merchant for free trial sheets. Have your printer make a test run to compare performance, quality, costs. Then let the boss cast his vote.

Available only through your Consolidated Paper Merchant

Consolidated enamel printing papers
A COMPLETE LINE FOR OFFSET AND LETTERPRESS PRINTING
Consolidated Water Power & Paper Co. • National Sales Offices: 135 S. LaSalle St., Chicago 3, Ill.
World's largest specialist in enamel printing papers

Long & Edwards Agency Opens in White Plains

Long & Edwards Associates, a new advertising and sales promotion agency, has been opened in White Plains, N.Y., at 55 Church St. The agency hopes to service advertisers headquartered in Westchester, N.Y., and Fairfield, Conn., counties. The partners are Jack Long and Fred Edwards, formerly art director and copy director, respectively, in the communications division of International Swimming Pool Corp., White Plains.

The agency is opening with 13 clients, nine of them solely for sales promotion services. Among the clients are International Swimming Pool, Sutton Publishing Co., *Fortune* and the Fund for Adult Education.

Bottling Industry Increases 1959 Sales, Ad Expenditures

National Bottlers' Gazette, New York, reports the nation's soft drink bottlers' sales are up 15% and advertising expenditures should top $150,000,000 for the current year. The statistics are based on a survey made of most of the leading national franchise companies and many regional and local operations, and includes sales for the first seven months of 1959, during which period the industry records 60% of its annual business.

Copies of the survey may be obtained from *National Bottlers' Gazette*, 9 E. 35th St., New York.

Gillette Promotes Three

Gillette Safety Razor Co., Boston, has promoted Robert S. Perry, Paul M. Cuenin Jr. and Thomas W. Casey—all veterans of more than 10 years with the company—to new assignments. Mr. Perry, formerly director of marketing research, was named assistant to the president. He was succeeded by Mr. Cuenin, who has been assistant director of marketing research. Mr. Casey, formerly assistant to the president, was named new products manager.

VERSATILE ADWOMAN—*Charlotte Pfau, a copywriter at Paul Klemtner & Co., Newark, is a registered nurse and spends her weekends, as shown at left, nursing at Presbyterian Medical Center in New York. At right, Maurice Peizer, Klemtner's copy chief, checks one of her copy points. Klemtner specializes in advertising ethical drugs to doctors and Charlotte reports that "knowing more on the action of drugs from the physiologic standpoint as a nurse helps me to get basic copy points fairly fast."*

FTC Sights at American News in Newsstand Payoff Case; May Settle with Publishers

WASHINGTON, Sept. 2—The Federal Trade Commission's campaign against alleged "payoffs" in the magazine distributing business seems to have settled down to a battle with American News Co., while publishers sit on the sidelines.

The commission's staff has moved vigorously to complete hearing on charges that American, and its subsidiary, Union News Co., collected at least $700,000 of illegal "push money" from publishers in 1957 alone. On the other hand, it is not believed to be exerting any pressure on two major magazine publishing organizations and 16 top publishers who are accused of violating the Robinson-Patman Act by giving unlawful promotion allowance to key newsstand operators (AA, Feb. 23).

Several sets of hearings on the American News case have already been held in New York and here since the release of the complaint last February. Meanwhile, there has been no apparent activity so far as the case against the publishers is concerned.

■ In accordance with its strict policy on publicity for cases where consent settlement is pending, FTC had only a "no comment" when asked about reports that publishers and FTC's staff are moving toward agreement on consent orders.

However, the commission has yet to release the routine reply which publishers were supposed to file 20 days after the filing of the original complaint. Ordinarily this indicates that efforts are under way to dispose of the issue without contest.

Moreover, several publishers told ADVERTISING AGE that they anticipate consent settlement, and Richard Deems, exec vp of Hearst Magazines, said he understood that a consent settlement covering the complaint had been arranged at least three months ago.

■ Normally, the commission will not disclose the probability of consent settlement until a satisfactory order has been obtained by the staff and accepted by the commission. In the magazine cases, where a total of 13 individual complaints were made, the issue might not reach the commission for approval until the staff obtains as many consent settlements as it anticipates. In this process, negotiations might move more rapidly with some publishers than others.

In agreeing to consent settlement, the publisher avoids costly litigation. While the consent order is for settlement purposes only and does not constitute an admission of guilt, it is an enforceable order which exposes him to serious penalties if he engages in payoffs in the future. Newsstand distributors who might seek pay-offs from him at some future date would be asking him to expose himself to a serious risk.

■ Cited in the FTC complaints, in addition to American News and Union News, were Select Magazines Inc., and its six owner-publishers (McCall Corp., Popular Science Publishing Co., Reader's Digest Assn., Meredith Publishing Co., Street & Smith Publications Inc. and Time Inc.); Curtis Publishing Co., and its two wholly owned subsidiaries, Curtis Circulation Co. and American Home Magazine Corp.; Cowles Magazines Inc.; New Yorker Magazine Inc.; Newsweek Inc.; U.S. News Publishing Corp.; Macfadden Publications Inc.; Fawcett Publications Inc.; Hearst Corp.; Triangle Publications Inc., and Bayuk Cigars Inc. #

'Salesweek' Contract Signed

A contract has been signed by National Sales Executives International and Vision Inc., New York, for publication by the latter of a news magazine for sales and marketing executives to be known as *Salesweek*. It will bow in November, as previously reported (AA, Aug. 10), with a circulation of 28,000, and a base advertising rate of $675. Publisher will be Robert T. Lund, exec vp of Vision Inc. and publisher of *Printers' Ink*. Advertising manager will be Clarence H. Gelman, formerly New York sales manager of *Printers' Ink*.

Wassell Sets 25th Year Drive

Wassell Organization, Westport, Conn., manufacturer of charting devices, will launch an advertising campaign this fall to spearhead expanded sales effort during its 25th anniversary year, 1960. Publications to be used include *Armed Forces Management, Business Week, Data, Hospitals, Industrial Equipment News, Management Methods, Modern Office Procedures, New Equipment Digest* and *Office*, plus an intensified direct mail campaign. Wade, Woodward & Whitman, Westport, is the agency.

Hudson Moves to Los Altos

Hudson Publishing Co. has moved its Hudson, O., offices to 1 First St., Los Altos, Cal. The company publishes *Building Products*—architect-builder and dealer editions. Both editions will continue to be headquartered in Cleveland. Hudson also has named J. G. Coburn Co., with offices in Atlanta, Kansas City and Dallas, advertising representative in these areas.

Putman Boosts Oestmann

Charles H. Oestmann, vp and sales manager of Putman Publishing Co., Chicago, has been assigned additional duties as publishing director of *Food Processing*. Mr. Oestmann has been with Putman since 1946.

RESERVATRON

THE INSTRUMENT OF BUSY MORTALS

You can point to only one electronic reservation system in hotel history, and Sheraton's got it — *Reservatron*. It gets you confirmed reservations in only 4 seconds at any of Sheraton's 53 hotels. Saves you long-distance fees because you just phone your nearest Sheraton Hotel. We'd be happy (indeed ecstatic, since we're testing this ad) to send you a FAT FREE BOOKLET — 96 pages stuffed with the inside dope on Sheraton Hotels in 41 cities. Address: Sheraton Corp., Ad Age Ad #6, 470 Atlantic Ave., Boston, Massachusetts.

New London Food Sales Rank 1st in Conn.

Again . . New London food sales per average household are Connecticut's highest among all cities of 25,000-or-over population (SN '59 Survey).

Put your food product in top spot in this top-spending 66,547 ABC City Zone . . . 98% covered by New London's only local daily.

The Day

NEW LONDON, CONNECTICUT

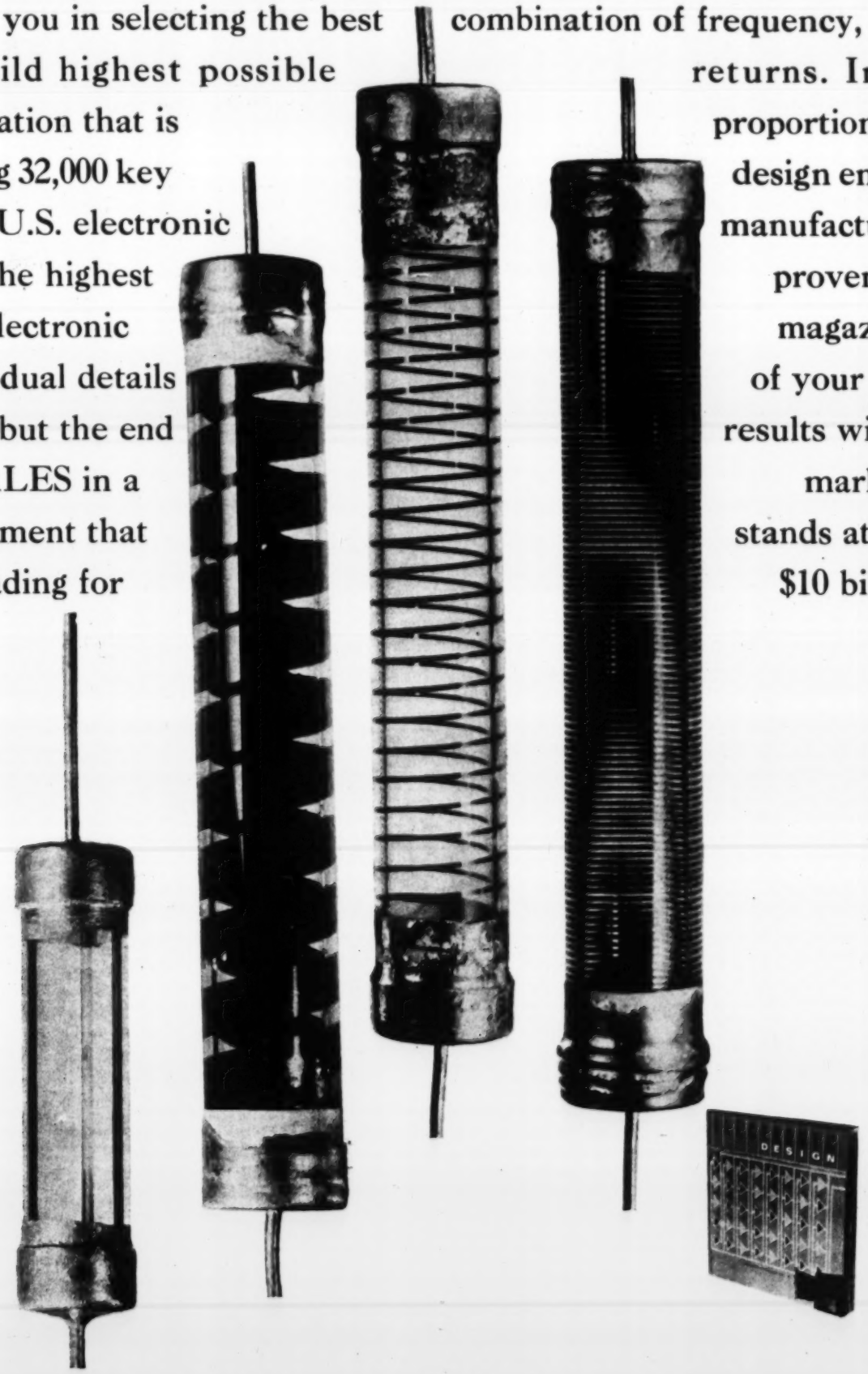
National Representatives:

GILMAN, NICOLL & RUTHMAN

How to Introduce a New Electronic Product through ELECTRONIC DESIGN...

(one of a series)

Sales and profits await those companies who plan their new product promotion as thoroughly as they plan the product. To lead off your campaign, send our editors your publicity kit, then follow quickly with advertising that is strong on product–its features and applications–low on boast, high on user benefit. *Electronic Design's* many readership, inquiry, and application studies (plus the immediate results from your publicity and advertising) can guide you in selecting the best combination of frequency, size, and color to build highest possible returns. In ED you get circulation that is proportioned exclusively among 32,000 key design engineers in over 4,500 U.S. electronic manufacturing plants... plus the highest proven readership of any electronic magazine.... The individual details of your campaign may vary, but the end results will be measured in SALES in a market for original equipment that stands at $9 billion, and is heading for $10 billion.



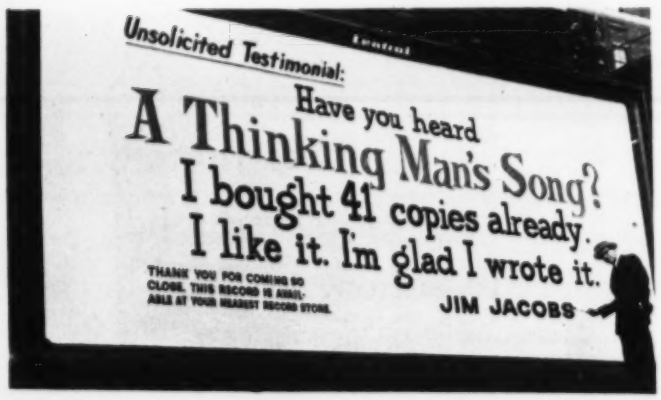
... more than a magazine
a selling FORCE

PHOTO REVIEW

MULTIPLE FIRST—*This ad represents several firsts. It is the first ad in a campaign by Chicago's State Street Council, the first client of Doyle Dane Bernbach's new (and first) Chicago office and the first ad prepared by the Chicago office. The drive starts in Chicago newspapers on Sept. 9.*

Gardiner Cox Renaut Weir Jacobs Redmonds Welch Scott Kinley Ellis

THE EYES HAVE IT—*John T. Ross, exec vp of Robert Lawrence Productions, looks over the 10 finalists, all Canadian tv models and actresses, in the tv commercial producer's quest for "Miss TV Commercial of 1959." The winner will act as official hostess at the opening of the new Robert Lawrence studios in Toronto in October. Picture ballots have been sent to about 150 Canadian advertising managers and agency men who will select the winner. We can't provide the phone numbers but the contestants are, left to right, Marion Gardiner, Judy Cox, Ruby Renaut, Betty Weir, Jo Jacobs, Lynda Redmonds, Judy Welch, Christine Scott, Margot Kinley and Patti Anne Ellis.*


Unsolicited Testimonial:
Have you heard
A Thinking Man's Song?
I bought 41 copies already.
I like it. I'm glad I wrote it.
JIM JACOBS

♦

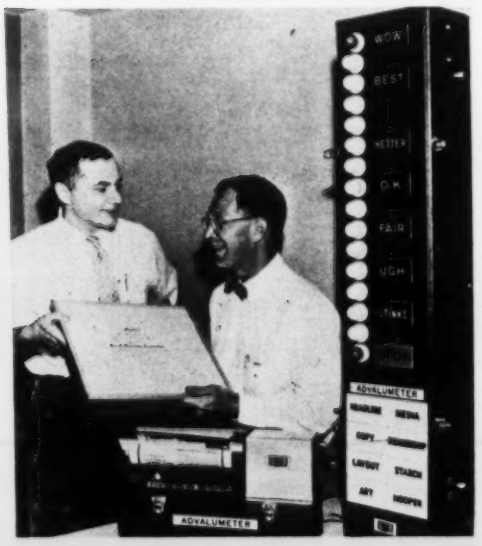
ANOTHER SONG FOR THE HIT—OOPS!—*Jim Jacobs, account executive of Leonard Sive & Associates, Cincinnati, wrote "A Thinking Man's Song," a parody of the Viceroy commercial. The song was recorded by a commercial studio and has been climbing in sales and popularity in Cincinnati. This outdoor poster to advertise the record is a very unusual medium in which to promote a record and may possibly be the first use of outdoor for a record promotion.*

Howlett Lane Sheridan Hastings Becker
Boden Fanning Gaughen Carr
Fall Mason

NOSTALGIA—*When Bud Redpath left the Chicago advertising sales staff of Life to become manager of the New York office, his colleagues threw a party for him, at which they presented this photograph of his old team posed in the grand old style in the White Sox' Comiskey Park. They are Phil Howlett, Bill Lane, Jim Sheridan, Wood Hastings, Gerry Becker, Paul Boden, George Fanning, Frank Gaughen, Jim Carr, Joe Fall and Mose Mason.*

Kelly Fleri Richards Spruytenberg Scott

BEAUTY WINNER—*The five gentlemen here are admiring their choice for "Miss Washington," Virginia Pailes, who won the right to participate in the Miss America Pageant in a contest sponsored by Radio Station WWDC, Washington. The men came down from New York expressly to be judges. They are Jim Kelly, Fletcher Richards, Calkins & Holden; Ed Fleri, Batten, Barton, Durstine & Osborn; Jim Richards and Tucker Scott, John Blair & Co.; Fred Spruytenberg, Sullivan, Stauffer, Colwell & Bayles.*



ADOMATION—*James H. Lavenson (right), president, Lavenson Bureau of Advertising, Philadelphia, and client Milton Shapp, Jerrold Electronics, have fun as Mr. Lavenson receives an Advalumeter from Mr. Shapp, who in turn receives an award for excellence in advanced electronic design. Mr. Shapp, tongue in cheek, says his machine can evaluate ads.*

THE EXECUTIVES IN COMMAND the institutions buying team

NORTHERN ILLINOIS UNIVERSITY'S NEW NEPTUNE HALL EAST-WEST RESIDENCE UNITS.

buy or specify all products for the entire Institution

(And they turn to INSTITUTIONS MAGAZINE to find every product need!)

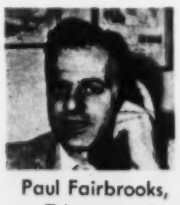
EXECUTIVES IN COMMAND . . .

like this Institutions executive team in command of ALL purchasing for Northern Illinois University, DeKalb, Illinois.

Dr. Leslie A. Holmes,
President

Z. Harold Dorland,
Director of Business Services

Robert C. Murray,
Purchasing Agent



Paul Fairbrooks,
Director of Food Service

James Burgoyne,
Director of Housing

. . . backed up, of course, by their suppliers and specifiers . . . their food wholesalers . . . their food service equipment dealers, contract houses, architects, designers and decorators.

Most sales and marketing people agree that there are two parts to every sales problem: (1) *who* to sell, and (2) *how* to sell them. Institutions are no exception, as you'll see in our analysis of The Executives in Command of purchasing for Northern Illinois University, DeKalb, Illinois.

One of four Institutions under the Teachers College Board of Illinois, Northern Illinois University is undergoing growing pains shared by most of our nation's colleges and universities. This may be realized in the comparison of the anticipated Fall 1959 enrollment of 6,400 students vs. a projected 1970 enrollment of more than 15,000! This means more housing, more classrooms, more furnishings, more food service facilities . . . more of everything needed by a top-flight university. To get a broader view of Northern Illinois University's growth pattern, let's take a more subjective look at future plans.

Near completion is NIU's new $4 million Neptune Hall East-West, pictured at the top of this page. Another $4 million 1,000-student housing facility is on the drawing board, with a 1962 completion date. 1963-64 will see two more dormitories constructed, valued at $8 million! This is just a beginning. The University has other capital expenditures planned.

Basically, the University functions under a dual-budget system: one encompassing operational expenditures, the other capital outlays for physical expansion. As a state-operated university, NIU depends upon legislative appropriation for most of its monies. The current operating budget, covering the present two-year period, is $11,421,298. In addition to this, the residence halls have a separate budget of $2,121,000 covering all feeding and housing operations. To develop the University's total budgetary needs, each department head, like Mr. Fairbrooks and Mr. Burgoyne, estimated the needs of his particular department over the coming two years. These estimates were collectively appraised by the University Administration, under Dr. Holmes, and by the Business Services division headed by Mr. Dorland. Upon approval the budget is submitted to the College Board and, after its approval, to the State Legislature for final action.

Plans for capital expenditures follow a similar, though separate, course of development. The major difference is that these plans are initiated by the administration on the basis of long-range projections of the University's future needs. After specifications for buildings and equipment have been drawn up by the university staff and costs estimated, approval by the College Board and appropriation by the State Legislature are necessary.

All expenditures are requisitioned through the Purchasing Department headed by Mr. Murray. Here requisitions are subject to a cycle of advertising for bids, approval of bids and awarding of contracts.

The chronology concerning Northern Illinois University's Executives in Command could very well be the picture of the *men who must be sold* in all schools and colleges throughout the nation . . . men responsible for their Institutions' purchasing, involving *all* products. To sell this segment of the Institutions Market, you need not sell ALL schools and colleges. 1,300 school systems (in cities of over 10,000) and 1,000 colleges (of 500 students or more) control the BULK of all school-college purchases! And INSTITUTIONS Magazine . . . in delivering over 80% coverage of this concentrated buying power among *the Executives in Command* . . . assures you of pin-pointed, resultful sales coverage! Better yet, INSTITUTIONS Magazine's sales penetration is just as meaningful in ALL segments of the Institutions Market. Why not get the *full* story, *today?*

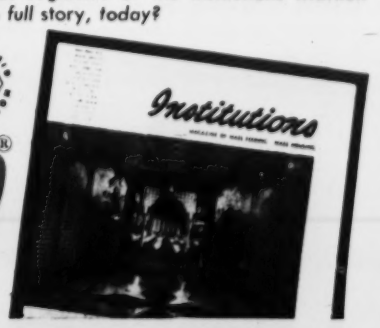
CONSULT YOUR ADVERTISING AGENCY

ABC AUDITED PAID CIRCULATION

Institutions®

MAGAZINE OF MASS FEEDING/MASS HOUSING

1801 PRAIRIE AVENUE, CHICAGO 16, ILLINOIS



AMERICAN JUDGING AGENCY

would like an opportunity to discuss handling your next contest.

Post Office Box 12443
Houston 17, Texas
Telephone
Mission 4-4371

This Week in Washington . . .

Recheck of Radio Tally to Tell if 'Recall' Answers Are Valid in Census

By Stanley E. Cohen
Washington Editor

WASHINGTON, Sept. 3—The Census Bureau's field staff operates what is generally regarded as the most scientific and best administered sampling organization in the world. But it is discovering that even a well trained sampling staff which produces highly reliable results on questions of fact isn't necessarily infallible if it asks questions involving an element of "recall."

Almost a year ago, at the request of the radio industry, the bureau asked 37,000 families, "How many radios do you have?" When industry people got a preview of the results, they protested that the figure was far too low (AA, June 22).

Now the bureau is diligently reinterviewing its sample and rechecking the entire project. At least another six to eight weeks will pass before it decides whether to publish a radio count or to abandon the project.

■ The issue is crucial to the bureau, because many of the 1960 housing census questions involve "recall" in listing the kinds of equipment in a home. If the recheck of the radio report indicates people can't be trusted to provide reliable answers without prompting, the bureau's plans for enumerating the 1960 census will have to be adjusted.

On the other hand the bureau may find that the deviation isn't as great as radio people claim, and that the resulting distortion can be ignored.

At this stage it is too soon to know how the recheck of the radio count is likely to come out. However, one sophisticated census expert who tried the question on himself discovered that he failed. "When I put down four radios," he said, "I completely forgot to count the tuner of my hi-fi."

Easier to Impound Mail

Postmaster General Arthur Summerfield's crusade to get "smut" out of the mail paid off in the House this week with an overwhelming vote to let him impound allegedly obscene or fraudulent mail for 45 days (instead of the current 20) if a showing can be made that his action is "in the public interest."

Existing law permits impounding only when he can show that it is "necessary to effective enforcement" of the law. He complains that the courts are too tough in applying that test.

His bill sailed through the House even though the Justice Department has questioned the constitutionality of the "public interest" test as too vague. Skids are also greased for it in the Senate.

■ *Even advertisers who abhor smut and fraud might want to take more than a casual look at this one. The power to impound mail is a very drastic one, and the department isn't always conservative in picking its fraud cases.*

A few years ago, for example, the Post Office Department issued a fraud order to cut off mail for battery additive AD-X2. When the company fought back, the department reversed itself. In fact, the Federal Trade Commission eventually decided the issue was so vague that it couldn't even issue a cease and desist order for false advertising.

U.S.S.R. Gets Trading Boost

Among the people Soviet Premier Nikita Khrushchev wants to see when he comes here this month is Commerce Secretary Frederick Mueller. Between them, they hope to find a way to increase the amount of trade between the U.S. and the U.S.S.R.

Soviets seem to have an extensive shopping list of U.S. products they would like to buy, but so far they have been unable to offer much in return which is needed here.

In one respect, however, Mr. Khrushchev's timing is particularly good.

Former Acting Secretary Lewis Strauss imposed a solid freeze of business contact with Russia, even on non-strategic goods. By contrast, his successor, Mr. Mueller, is far more open minded.

After the recent U.S. fair in Moscow, the secretary approved for sale to the Russians a long list of products which had been on display.

Admen to Get Mueller's Ear

Commerce Department's new advertising advisory committee gets down to cases Sept. 22, when it has its first fall meeting to take up problems which the advertising industry may want to bring to the attention of the secretary.

The agenda, distributed by Harry Ketchum, chief of the department's office of distribution, is sufficiently broad so that association executives who participate in the meetings can bring up just about anything they wish. Presumably, they will want to bring up Ohio's interesting new law protecting the right to advertise.

If they can get this one before Secretary Mueller, perhaps he can be induced to take a fresh look at the prohibitions which are administered by his department against advertising by patent agents and the stringent limitations on advertising along the nation's new interstate highway system.

Bill Restricts States' Taxing

Business groups are breathing a sigh of relief over the compromise bill, which Congress is expected to approve during the next few days, limiting the freedom of states to tax the sales of out-of-state companies. As a result of some Supreme Court decisions early this year there were signs that several states might levy taxes on receipts from sales within their borders, even though the companies were not operating offices or warehouses there. Even a staunch states' rights advocate like Sen. Harry F. Byrd (D., Va.) sensed the dangers of this situation. So a united effort was made to get corrective legislation which specifies that states can't tax companies which sell through traveling salesmen or agents.

Legislative experts say the final product provides ample protection for everyone, including publishers who send out salesmen to sell advertising. It's vital, however, that the final word on each sale be contingent on approval from the home office. That's the only sure way to prove that the company is not "doing business" in the "foreign" state. #

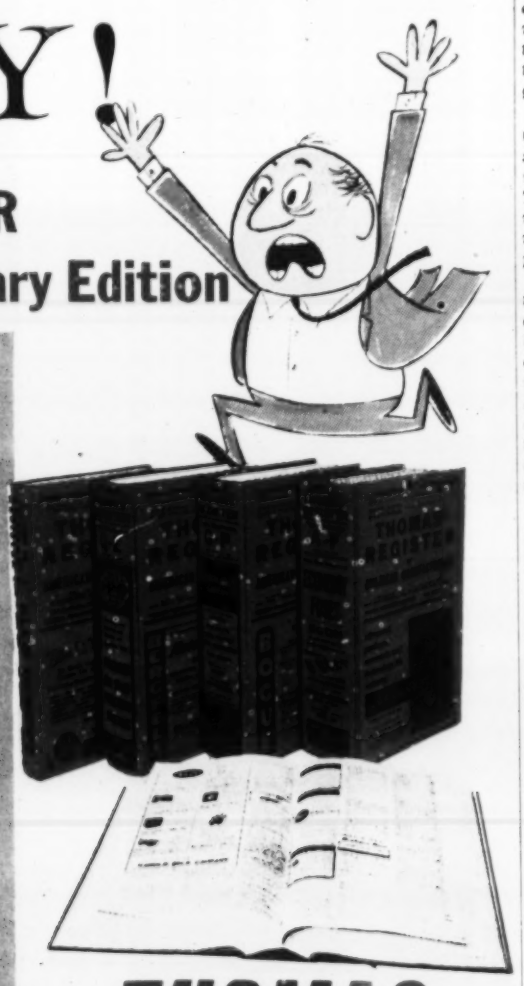
POWERFUL PERSUADER
a SERVICE-SET ad

Readers of your ads and mailers are susceptible to the influence of your message. So don't take chances, be sure your message reflects your best with typography by ***SERVICE.*** *Service Typographers are efficient and skillful at helping make ads sparkle with the right type treatment. A trial will convince you . . .* ***CALL***

SERVICE TYPOGRAPHERS, Inc., 723 So. Wells St., Chicago 7, Illinois . . . Phone **HA**rrison **7-8560.**

HURRY!

FORMS CLOSING FOR 50th Golden Anniversary Edition



You have just time enough to prepare your advertising copy for the 50th Annual Edition of Thomas Register.

TR is FIRST in

SALES ACTION FOR ADVERTISERS
TR's leadership in producing Buying Action inquiries out of all proportion to the low cost of display space is well known by experienced advertisers and agencies. Proof on request.

NUMBER OF ADVERTISERS
12,365 manufacturers now advertise more than 45,000 products in TR . . . more than in any other 50 industrial publications combined.

GAINING USER ACCEPTANCE
Users know that all qualified makers have their products Registered and described in TR. Makers not in TR are out of the running when buyers start pre-purchase investigation in TR.

PAID CIRCULATION INCOME
Users pay more in subscription money to have TR than they pay to any other industrial publication . . . without special deals or offers.

LONG LIFE OF ADVERTISING
Each edition of TR is used an average of 3 years . . . passed interplant, to branch plants, etc. . . . delivering the broadest possible coverage of all departments involved in product selection.

ANNUAL ADVERTISING BILLINGS
Advertisers invest more money in Thomas Register than in any other industrial publication per year . . . including weekly magazines.

TR is SECOND in

PAID (ABC) CIRCULATION INCREASE
Since 1948 TR has doubled its annual distribution . . . sold out, with a waiting list for the next edition. Only one A.B.C. industrial publication (a weekly) has exceeded this record.

Industry's No. 1 Publication

ABC ABP

Call your TR Representative today!

THOMAS REGISTER
Industry's Publication
because it's
Industry's No. 1 Marketplace

THOMAS PUBLISHING COMPANY
461 EIGHTH AVENUE • NEW YORK 1, N. Y.
Telephone OXford 5-0500

Hearst Advertising Service Inc.
announces the location of
its NEW OFFICES at

410 PARK AVENUE
NEW YORK 22, N.Y.

TELEPHONE PLAZA 2-0200

SEPTEMBER 14, 1959

National Advertising Representatives of:

NEW YORK JOURNAL-AMERICAN • THE CHICAGO AMERICAN • DETROIT TIMES • PITTSBURGH SUN-TELEGRAPH • ALBANY TIMES-UNION • BOSTON RECORD-AMERICAN-ADVERTISER BALTIMORE NEWS-POST-AMERICAN • MILWAUKEE SENTINEL • SAN ANTONIO LIGHT LOS ANGELES EXAMINER • SAN FRANCISCO EXAMINER • SEATTLE POST-INTELLIGENCER

FIRST—*The first outdoor promotion for Tillamook cheese, scheduled to run in California, Idaho, Nevada, Oregon and Washington, employs the same art treatment used this spring for a Lenten promotion. Secondary theme of "Be Our Guest" at the Oregon Centennial, used as a basis for a Tillamook contest early this summer, is added. Showalter Lynch Advertising Agency, Portland, Ore., is the agency.*

Miller Publishing Launching 'Professional Nursing Home'

Miller Publishing Co., 2501 Wayzata Blvd., Minneapolis, is planning to publish a new monthly magazine, *Professional Nursing Home*.

Ad sales manager of the new magazine will be Jack A. Mertes, who most recently was in charge of the Minneapolis circulation office of *Fortune*, *Life* and *Time*.

MacWilliams Joins Douglas

Thomas J. MacWilliams has joined John L. Douglas & Associates, Bradenton, Fla., as radio-tv director. Mr. MacWilliams was formerly television director of Smith, Taylor & Jenkins, Pittsburgh.

Sell the Inner Circle and you've sold the Conservative Protestant Church Market

96% of "Christian Life" Voluntary PAID readers (66,200) are key people with buying power and who are responsible for church operation and management. Here is a growing market for hundreds of products, . . . musical instruments, building products, cleaning and maintenance supplies, chairs and tables, books and films, loud speaker systems, etc. In nine months, 1,559 requests received for "Christian Life" Church Building Packet . . . 137 plans sold . . . 91 churches completed so far. Investigate this growing market. Write for factual brochure.

Over 140,000 Conservative Protestant Churches
A $2 billion Market

Christian Life
The Business Magazine for Church Leaders
33 South Wacker Drive, Chicago 6, Ill.

Krueger Brewing Mail Test Reveals Big Doily Demand

(*Continued from Page 3*)
drinking toast. All a recipient has to do is mail an enclosed postal card.

■ Early returns are described as "fantastic." At the brewery it was said that returns received and tabulated up to noon today (the fourth day following the mailing, including a Sunday) totaled 3,073.

Whether the promotion will increase sales, of course, remains to be seen, a brewery executive admitted. But it has certainly developed much larger returns than anybody anticipated, he said.

The brewery is continuing its regular newspaper and spot radio advertising, which is handled by Grey Advertising Agency.

■ Ambassador beer was re-introduced by Krueger in the spring of 1958. The brand had been taken off the market six years previous (AA, April 28, '58). Although the company will not release current sales figures, it is believed that Ambassador is now on a par with, if not outselling, Krueger beer in New Jersey, New York and New England.

Krueger's brewing capacity is 850,000 bbls. a year. About 55% of its sales consist of packaged beer. In 1958 it reported sales of 567,000 bbls., compared with 533,000 bbls. in '57 and 584,000 bbls. in '56.

During the past few years, however, the brewery, like a number of other regional producers, has been faced with declining profits. The latest brewing industry figures published by Research Co. of America show Krueger's dollar sales in 1958 were $11,388,000, but it had a net deficit of $289,000. This was substantially better than in '57, when reported sales were $10,505,000 and the net deficit $404,000. In '56, sales were $10,895,000 and the net deficit $720,000.

■ It will be recalled that early in 1957 an investment syndicate headed by John Eisenbeiss, financier and president of an investment corporation of that name, bought Krueger for approximately $1,000,000 (AA, Jan. 21, '57). Since then, as the figures reported above indicate, sales have been increased and the deficit whittled.

Krueger also imports a German lager beer called Holsten. Advertising for the brand is handled by Ellington & Co. #

Burnishine Names Hanson

Burnishine Products Co., Skokie, Ill., has appointed Hanson & Stevens, Chicago, to handle its advertising. Burnishine manufactures cleaning and polishing compounds for home and industry.

Huge irrigation canal carries vital water to land in Modesto area

● Modesto, in the heart of Inland California irrigated by mountain water, thrives under sunny skies. About 90 percent of Modesto's Stanislaus County farms are irrigated, which gives the county this record in the nation: first in peach production, second in dollar value of dairy products sold, fourth in number of cattle and calves on farms, fourth in turkey raising and fifth in grapes harvested.

This is typical of the Beeline area, which contains 3 of the top 5 agricultural counties in the nation, including Fresno, the leader, Kern and Tulare.

Get your message into the Modesto area and throughout Inland California and Western Nevada with the Beeline. As a group, they give you more radio homes than any combination of competitors . . . at by far the lowest cost per thousand. (Nielsen & SR&D)

McClatchy Broadcasting Company
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

...and, last night, this newspaper cut a bigger share of sales than any other evening paper in the West! (Which makes it a real doll for smart advertisers. Like you, for instance!)

Largest evening circulation in the West's biggest and best market!
Represented nationally by Moloney, Regan & Schmitt, Inc.

LOS ANGELES HERALD-EXPRESS

Feature Section

Advertising Age

Quotes Carry Conviction: C. M.

Dollar Reason for Talent Search

Color: Wide Open to Production Men

Aid for Communications Neophite

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Advantages of Videotape in Making TV Commercials Spelled Out in Forthcoming Book

(Editor's Note: Harry McMahan will publish a new book, "TV Tape Commercials," in November. Because of the keen interest in this subject, Advertising Age presents here an advance preview of the book, abridged from Chapters 1, 3 and 9. Readers desiring the full text may obtain the pre-publication edition, in multilith form, from Hastings House Inc., 151 E. 50th, New York 22. This edition, now available, is $10. The regular edition, in November, will be $4.95.)

By Harry W. McMahan

Commercial tv started its first full year of operation in the United States in 1946.

Just ten years later—in April, 1956—the first Ampex Videotape Recorder was demonstrated at the NAB convention in Chicago.

By the spring of 1957, the first production models were in use at all three networks. Their first job: replacing film kinescopes to solve the problems of time zone scheduling.

Up until this time only a handful of men had seen the far-reaching effects of tape on the entire industry. Few guessed all that was to lie ahead.

Then, slowly, by the end of 1957, the revolution started simmering.

Commercials Come Last

Commercials were the last to catch the full impact. At first, tape was considered just a wonderful way to foolproof the live commercial. Networks offered to tape commercials—but reluctantly, as a service to clients. Then independent studios opened the competition. Film studios dabbled nervously. Local stations began aggressive action.

But the biggest part of the revolution was looming ahead.

Two to five years may be needed for some of the deep and far-reaching changes that lie in store for agencies and production houses but already they are more than a little aware:

A new kind of commercial is coming.

▪ It will blend the best of live and film techniques. And, to produce it best, new kinds of writers and producers will develop.

The trend toward tape will encompass all forms of the live action film—even including a surprising amount of animation and stop motion. Film, of course, will not disappear from the field but its most significant use may well be as a *component* of the tape commercial.

▪ The day when the commercial writer can oversee every step of the creative process is now at hand. Tape implements ideas *fast*. But first a new breed of writer must develop. And obviously he must know the potentials of both live and film techniques to use tape to its greatest advantage.

Here is the core of the problem.

The industry's commercial writers often have been too highly specialized. In many agencies they have been departmentalized into rival camps. Specialists in live. Specialists in film.

▪ The tape commercial means a new and more powerful sales instrument for those who set perspective.

It can be more flexible, more accelerated in production—yet less hectic to all concerned. It should be more creative in concept, more effective in sales results.

For the advertiser it means better answers, faster. This is a prime reason that influenced Procter & Gamble—tv's biggest advertiser—to move its ten agencies into tape early in 1959.

Harry W. McMahon

▪ Tape, potentially, is a marketing tool that can move with lightning rapidity against the competition. For the first time, television advertising has the same-day factor in preparation that not even the newspaper ad can match. You can hit the air *tonight* in several hundred markets clear across the country.

The tape commercial is a new and better research tool for those who want it. It expedites testing of all kinds.

And, strangely enough, tape may even bring the commercial closer to the viewer, with fresh intensity and warmth.

Ten Film Tricks that Tape Does Faster

Technically, tape already is in high gear.

The engineers have solved the early problems of interchangeability of tape between recorders, splicing, introduction of film shots and re-editing.

They have licked the problem of film kinescopes from tape. Maxwell House coffee, Oasis cigarets, Crackerjack and other advertisers already have used tape kines to cover spot markets and delayed broadcasts after network use of the original tape commercials.

And the engineers are ahead of the field with many other improvements. Here are ten film tricks done faster and more economically on tape, either color or black-and-white:

• **1.** "Wipes" and complicated optical scene transitions can be made on the set —instantaneously.

• **2.** "Match dissolves" are simplified through electronic matting techniques.

• **3.** "Traveling mattes"—the insertion of moving figures from one scene into another scene—are done instantaneously. "Pixie" and "giant" people can be made to appear with normal-sized people.

• **4.** Miniature settings and pictures can be enlarged to full scale for backgrounds. CBS calls this "Videoscene."

• **5.** Live action people and pre-animated cartoon characters can be combined in the same scenes.

• **6.** Limited animation effects can be introduced in various ways. "Cellomatic" background projection is one way. BBDO, New York, also has photographed on tape a series of still drawings, then edited these to length.

• **7.** "Stop motion" of inanimate objects can be accomplished through electronic matting on tape. Products can pop-on, dance.

• **8.** Special mattes for product "zooms" (over live action scenes) can be prepared in minutes. CBS uses a zoomar lens and a special "Zoom Keyer" to accomplish this effect.

• **9.** Location problems are simplified through mobile tape equipment. In some cases, opticals can be made right on location and played back immediately.

• **10.** Titles can be cleanly superimposed with outlines, with shadows or color components well defined, without "bleed through."

All of these—with the exception of pre-animated cartoon sequences—can be accomplished for "same day" commercials. No waiting for processing, editing or opticals.

12 Tape Advantages

(Abridged from Chapter 3)

Someone has figured out 84 advantages in tape recording. They cover everything from programming to station operations, but our concern here is strictly the commercial—and its creative aspects.

There are 12 clear-cut creative advantages worth discussing. The problem is *using the advantage to advantage* because many of these have their own pitfalls.

• **1. Foolproofing the "fluffs"**

This is the first tape advantage that comes to most minds. But there is a trap here. Tape "protects" the live commercial. It's so easy to take the scene over and over, again and again, until the performance is perfect.

But the search for perfection may spoil the spontaneity. The director may strive so hard to correct insignificant faults that all human warmth and personality are destroyed.

Kraft, in producing their famous food commercials on tape, were careful to caution "—not to make them too perfect!"

• **2. Speed and Immediate Playback**

Time is money. And added time is an aid to creativity.

That first take, played back immediately, can tell a good director where he stands and he can devote his full resources to more vital creative problems.

Don't be afraid to run that first take several times—and study it! Know exactly where you're going before you make the second take. You're apt to wind up

FAST ACTION—*The assignment was a three-minute commercial with six automobiles and a flock of pretty girls. Tape it Tuesday and have it on the "U.S. Steel Hour" Wednesday night. BBDO put the challenge to Videotape Center and here is a scene while the cameras lined up on one of the models. The three-minute commercial was made in sequences, then put together with six splices. All the splices were perfect—no "roll over." Cost: $6,500.*

(Copyright, 1959, Harry Wayne McMahan.)

with a tired performance on Take 9 if you ramble along correcting only one thing at a time.

• 3. Quality of Picture and Sound

Tape is technically capable of surpassing film in both picture and sound quality for telecast. True, tape is often poorly handled by inept craftsmen—even as film is.

But engineers point out the superior potential is there. And they also point out that tape is more "foolproof" to ineptness—hence it is considerably easier for *any* crew to get passable quality on tape than film.

The engineers base their case on several points. For one thing, tape was developed *for* television and is electronically linked throughout. Tape is geared to telecasting's 30-frames-a-second; film's 24-frames-a-second must be somewhat clumsily adapted.

Tape can be duplicated for two, three and even four generations without noticeable loss. Film loses quality with each optical step.

■ Tape's sound is the "high fidelity" of the business—a direct development from the quarter-inch magnetic tape which proved its superiority in radio and recording more than a decade ago. Film admits this and now uses a similar magnetic recording of audio to eliminate as many steps as possible before film optical duplication.

And color tv is still another horse. Color film has many compatibility problems in tv. Tape, electronically linked to live tv color, has none.

So the potential for quality, both in picture and sound, black-and-white and color, is there. Experience will bring it out.

• 4. Production Values.

One of tape's most fortunate advantages over film is its ability to provide big production values, special effects and optical tricks at low cost, fast.

Live tv of course has an advantage over film in requiring smaller sets to achieve the same effect (due to characteristics of the tv camera lenses). Electronic matting adds "picture" sets to tape, too. In film, combining two scenes into one is slow and tediously done over a period of days or weeks. Live tv, a special effects generator and tape do this in minutes or hours.

■ In a test made by CBS for Benton & Bowles, film commercials for Ivory Snow and Zest soap were given to their commercial tape producers for "duplication." The film commercials were matched scene for scene and optical for optical. In later screenings for New York agencies, general comment favored the tape over the film from the standpoint of reproduction values as well as over-all staging. CBS at that time—June, 1959—also demonstrated high quality 16mm and 35mm kines made from tape originals.

CBS said at these screenings that tape production can be accomplished for 30% to 40% less than film production.

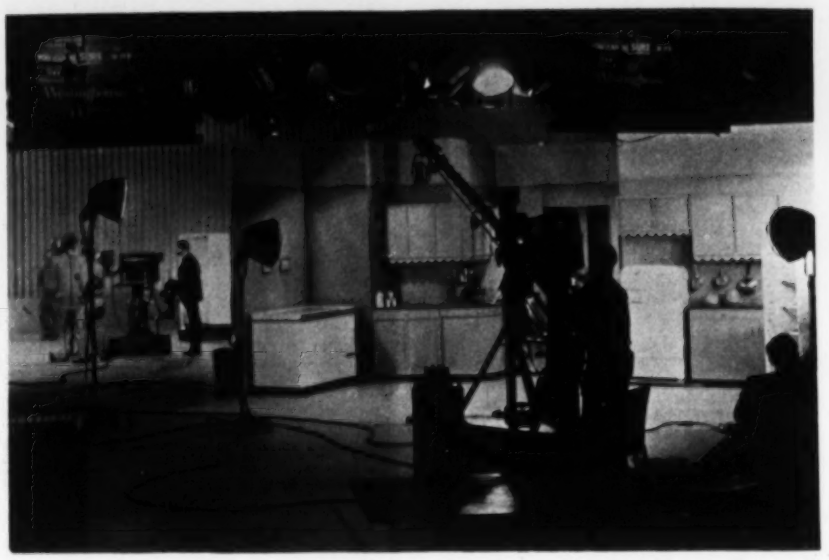
• 5. Lower Costs

Now, it's just possible that some might put "lower costs" higher on the list. Let's be wary it doesn't get in the way of creativity.

Tape's lower cost of operation can lead into a strange kind of sloppiness—and an eventual waste of time and money. This happens when a producer-director allows tape's quick and inexpensive miracles to lead him astray.

Sure, it's easy to make another take. On film of course you make a certain amount of extra takes "for protection" since you won't see the rushes until tomorrow. But on tape too many takes may be nothing but insecurity—delaying the decision that must be made. This is often the problem of novices entering the field.

■ Tape saves in many ways. Not just processing costs. Not just in re-usage of the tape, but such things as:



FOOLPROOFING FLUFFS—*Betty Furness, Westinghouse sales gal, may well remember early days in live television when an appliance sometimes failed—and she had to ad lib her way out of it! Here Betty goes to tape for two of her commercials for Desilu Playhouse. Seventeen refrigerators were used in the two 90-second commercials—11 in one scene—and taping required six hours. The monitor at the top corners of the picture show the familiar animated Westinghouse signature (superimposed from film) over the scene with Betty.*

• **a.** A month of live commercials can be recorded and stored in a single day. Campbell's Soup, for instance, did 11 commercials in a single day. (Live, these were budgeted at $900 each. On tape they cost only $500 each.)

• **b.** Sets may be struck the minute you have a good take. No waiting for rushes.

• **c.** No time is lost in taping distances and "follow focus" as happens in film. Here the live tv camera lenses work with less light, hold greater depth of focus, eliminate guesswork through constant monitoring.

• **d.** Talent need be called only for the day needed. No "if" call dependent on rushes.

• **e.** Re-takes often are saved by seeing the fully combined commercial while you are still in production.

• **f.** Savings in rental items, props, equipment are made because of tape's shorter production time.

These are relatively minor points, and many more could be added. The major savings in time, man-power and below-the-line costs remain self-evident.

Advertising agencies are beginning to recognize that tape can cut their supervisory costs as much as 40%. For the first time, tv commercial departments can operate with an efficiency commensurate with the 15% commission.

LOWER COSTS—*23 tape commercials were produced in 5 hours by Station KTTV, Hollywood, for Barker Bros. department store, at a cost of less than $100 each. The tape library, featuring Steve Martin as Baker's commercial announcer, made it possible to schedule the store's spots seasonally or in keeping with special sales. Voice-over closing tracks, price changes, etc., were handled by erasing portions of the sound track and re-recording the tape as necessary.*

• 6. Saving Man-Hours

Good manpower, both creative and technical, is still in short supply for television.

In tv's first dozen years, total advertising budgets in the United States *more than tripled*. Competent trained personnel to meet this growing need remains a problem, especially in advertising agencies.

Here tape makes a vital contribution. Tape extends the efficiency of good manpower. The rigorous time schedules of live tv and the tedious delays of film both have limited the worth while capacities of creative and technical persons. The straightforward, uninterrupted production schedules of tape make it possible to complete an assignment in less time, then go on to the next without the old problems hanging fire.

■ Vacations and weekend schedules can be pre-taped. Tape gives both convenience and efficiency to the scheduling of talent, studios, crews and equipment. Supervisory costs are reduced.

Special assignments, once the man-killer of the business, now can be whittled down to size. As an example, Philco's "Miss America" two-hour telecast requires 12 minutes of commercials. On tape, these were recorded in an orderly 17-hour schedule, well before the 10 p.m. Saturday program. For the one-time program, film would have been too expensive. Live tv would have been too hazardous for the simultaneous production of all 12 minutes of commercials.

• 7. Rehearsal and Self-Correction

From talent's standpoint, tape has the advantage of being a "magic mirror." You can see yourself in action, study yourself objectively, analyze your own faults—and do it before telecast.

Many of tv's top flight commercial salesmen have found tape a boon on this score for rehearsal and self-correction. The first tape playback shows where minor faults may be detracting from their over-all presentation—perhaps a tedious mannerism, a cloying smile, or a bouncing double-chin.

Newcomers to television find it better than six lessons with Madame Speechlitzki. You can use tape to *direct* yourself.

• 8. Client Review

One of the problems on major accounts in tv, where film commercials have been used, is that often the finished film must go through a series of six approvals before it goes on the air.

First the agency's film producer must approve, then the head of the department. Revisions may come at this time, even before higher brass get into the act. Then account supervisors and plans board members may pass on the commercial. Further revisions are possible, even before it goes to the client.

And finally the client may have two or three levels of evaluation—and more revisions—before the commercial is approved.

■ This is the bane of creativity, of course. It can get a film commercial revised into a hodge-podge of mediocrity.

Videotape can end this. The time lag between production and completion is so very short (same day!) that the final decision-makers can be present for on-the-spot, stop-and-go approval. To a similar end, at least three major New York agencies plan closed-circuit lines from the production house to the agency to expedite fast okays.

PRODUCTION VALUES—*First tv tape commercial to take advantage of electronic matting with "pixie"-size people was this Kellogg's Corn Flakes production aired in mid-1958 on "What's My Line." This photograph, made directly from the monitor tube, shows Dennis James with the miniature song-and-dance team who appeared from behind the package to sing the Kellogg "Good Morning" song. George Gould of NTA Telestudios, New York, directed the production. The success of this made Kellogg an every-week user of tape commercials, probably the first national advertiser to follow this new policy.*

Tape's speed of production should cause every agency, every advertiser to re-examine *the process by which commercials are approved.*

• 9. Alternate Versions

Here is a fruitful future for the tape commercial: the making of two or more alternate versions for testing.

Many times a writer cannot be positive exactly how a script will play. He may want to try two possible stagings on a particular scene. Creative producers may have a different approach that could improve the commercial.

Tape permits these needed versions at scant additional cost. One caution: Be certain the decision on alternate versions is in the hands of one strong leader. Too many suggestions and too much experimentation can seriously jeopardize production schedules.

• 10. Testing

Alternate versions for research and for test marketing may also be useful. Tape makes possible fast research pretesting before telecast. For agencies and advertisers who believe strongly in this, a new era opens. Already such production houses as Telestudios in New York offer "closed circuit" testing.

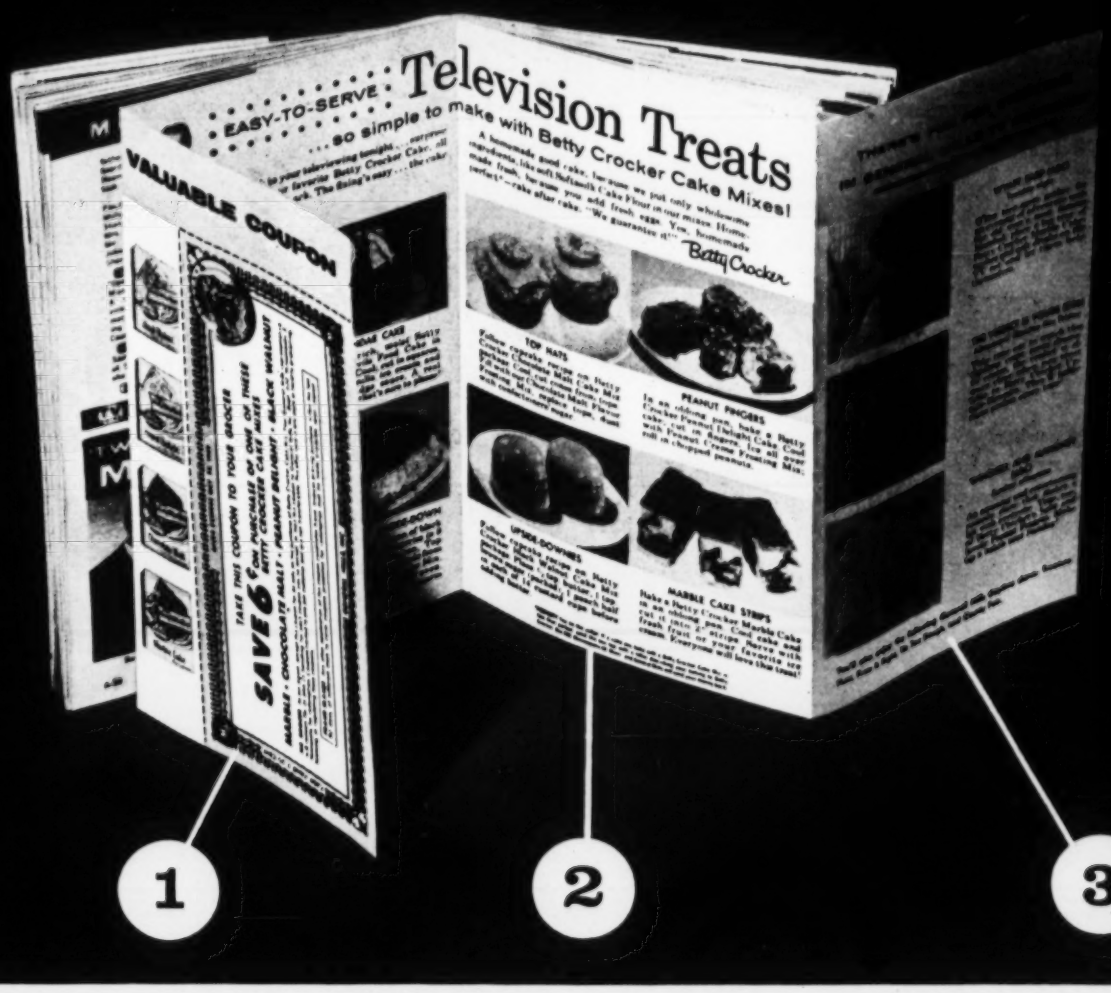
And in test marketing a new or improved product, tape commercials readily permit fast changes, alternate versions, localization.

• 11. Fast Re-Editing

Strategy in advertising may change rapidly in today's high pressure marketing world. Television must be geared to move as rapidly. "Same day" taping may be vital.

Tape of course supplies the flexibility needed for these last minute changes. A sound track may be erased and re-re-

How General Mills uses TV Guide creatively to reach selected markets with spectacular color insert



8-page gatefold combines recipe folder, store-redemption coupons, audience promotion for TV shows

TV GUIDE is a natural for *creative* advertising use. And, as America's best-selling (by far) weekly magazine, it packs tremendous marketing and merchandising wallop.

Take, for example, the General Mills color insert (September 12 issue) appearing in 10 Eastern editions.

① **It contains two store-redemption coupons** offering to TV GUIDE's vast family audience reduced prices on their choice of Betty Crocker Cake Mixes. Couponing in TV GUIDE is particularly attractive because more than 3 million copies of its weekly circulation are sold in food stores, including every major chain.

② **It's a tear-out recipe folder** with directions for baking 12 deliciously displayed Betty Crocker Cake Mix "Television Treats" . . . a characteristic example of the combined sales-institutional approach so successful for General Mills.

③ **It's an audience promotion piece** for the stars and shows of the General Mills TV lineup . . . it even suggests the Betty Crocker treats to enjoy as you watch!

Only in TV GUIDE could all these elements be so logically and effectively combined, either nationally or in selected markets. The sales-making power of TV GUIDE has been proved time and again. If your goal is advertising with lasting impact . . . if you demand that advertising creativity pay off at the cash register . . . you may achieve some dramatic results if you *begin* your thinking with the extra dimensions which TV GUIDE can offer.

7,250,000 CIRCULATION GUARANTEE EFFECTIVE OCTOBER 31, 1959

TV GUIDE

CLIENT REVIEW—*Canadian agency and client for Molson's beer and Export ale found tape's immediate playback an advantage. Andrew G. Kershaw, director of client services for MacLaren Advertising Agency, Toronto, points approval, while Todd Russell (right), spokesman for Molson's, watches himself on the monitor. Others, left to right, are Ray Arsenault, director; Lew McColl, MacLaren; Joseph Pal, Molson's. At camera lower right is the Ampex VR-1000 Videotape recorder.*

corded in minutes. A new scene can be inserted in less than an hour. Components can be completely rearranged with new ones the same day.

• 12. Absence of Tension—"The Ulcer Preventive"

Video tape will speed up the business —yet slow it down.

This is a paradox—but the speed is concerned with production schedules, the slow-down with ulcers.

Most of the tensions and worry of live tv erase themselves with magentic tape. The "sudden death" of live now gives way to the "take two" opportunities of tape.

No one is apt to expect all the ulcers in this business to clear up, but at least with tape the ulcers surviving can be concerned with *creative*, not *mechanical* problems . . .

A Look at the Future

(Abridged from Chapter 9)

It is interesting to speculate on the future of tape.

In its first three years the engineering contributions outshone the creative, by all odds.

This of course is the problem in tape commercials. How rapidly will writers and producer-directors learn how to develop and explore these new horizons?

How soon will creative catch up?

Many more engineering advances are on the way and creative will have to play a fast game of leapfrog from here on.

Everyone in the business of television advertising is going to be affected in some way by the revolution of tape.

Agencies will find it more necessary to re-train, re-group and in many cases reorganize their commercial departments. Manpower may be severely dislocated.

Production houses for commercials will evolve in a succession of patterns through the next few years—and few will be recognizable then as they are now. The Hollywood-to-New York commercial trend may be expected to accelerate.

At the local station level, creativity in sales will hit a new high. Tape makes practical the re-entry into tv of the local advertiser. The new business potential expands.

What New Engineering Advances?

Tape is ready for action now. Already it has proved its practicality and advantages in commercials. But a continuing series of innovations may be expected from the inventive engineers.

Stereo sound is ready, for instance. Tape is all set to handle the dual tracks, and Hoffman, Philco and Zenith have announced plans for stereo receiving sets for tv.

A new still-frame editor-viewer (equivalent in some respects to film's "moviola") is now in work.

High-speed duplication of tape should be solved momentarily. For syndication and the spot field this will mean faster, cheaper duplicates.

More Film Tricks on Tape

It seems fairly certain that every useful film trick eventually will be accomplished on tape. Special equipment will be required for some of the more intricate operations.

This suggests that there will emerge in the industry some special supply house equivalent to film's optical labs—that will handle the more intricate trick stuff in tape.

They would provide, for instance, "slow motion" photography, animation single-frame photography, "faster-than-normal" photography and "freeze frame" work. All these optical tricks are now being perfected for tape—but for the present, it's simpler to do them on film and introduce them as components into the tape commercial.

Automation and the Future

Obviously, tape itself is a step toward automation. Other engineering moves suggest still more automation is to be introduced into tv's non-creative aspects of production and telecasting: tape playback "cartridges" and tape automation control of other tapes, for instance.

REMOTE ON TAPE—*NBC sent its WRCA-TV mobile field equipment across the East River to the Brooklyn docks for this Gem Razor commercial. The demonstration is being staged for the camera in the foreground, while another camera on the lower deck picks up the announcer, Bill Shipley. The signal was microwaved back to NBC, Manhattan, and recorded on tape there. Kenyon & Eckhardt is the agency for Gem.*

Tv camera improvements already are on the way. The new Marconi camera from England, which is said to have greater picture detail and extended gray scale, is to be imported early in 1960.

Electronic wave-length lighting is being talked about in rather hushed tones. This could revolutionize present concepts.

▪ New principles of color have been advanced by Polaroid's Land in a recent *Fortune* article. This could outmode present complex sending and receiving color equipment, of course.

Less expensive color sets are on the way, regardless of transmission methods. The home viewer—and tape—both will benefit from increased use of color telecasting.

Mural television—with a large, flat picture on the wall—will be here for the home viewer within the next decade, the engineers promise. And portable home tv tape recorders may arrive even sooner. Some engineers believe a 150-pound all-transistor portable is feasible, perhaps using ½-inch or 1-inch tape.

The Final Challenge

From every standpoint, the future holds exciting promise. The *problem* we must come back to: Will creative brainpower catch up with the continuing engineering advances of tape and television?

Tape, on the engineering side, has set a fast pace so far. Television's creative forces have been slow. That goes for program and commercials, writers and producers, as well. With the exception of the Steve Allen and Dinah Shore shows, few of the major programs have really used tape for its ingenious tricks as well as its infallible memory.

Tape is capable of great imagination in its use—if those on the creative side will explore its techniques and open the unlocked doors.

It's up to the writers and producers.

The engineers have made their challenge. #

Salesense in Advertising . . .

Let's Hope the Renault Campaign Doesn't Start a New Vogue Among the Copycats

By James D. Woolf
Creative Consultant

Several AA readers have asked me what I think of the current Renault campaign, a typical example of which is reproduced herewith. I decided to find out what others think and I "Galluped" a considerable number of my colleagues and friends, all advertising people. I found a conflict of opinion, some favorable, some negative. The negative school maintained that the campaign violates many of the tried-and-true principles that make for a good advertisement. Here are a few of the criticisms:

James D. Woolf

1. Much of the copy is set entirely in capital letters, a cardinal sin. These critics maintain that even neophyte students of good typography know the eye is trained easily to comprehend the meaning of a group of lower-case letters. They point out that newspapers, magazines, and books—not to mention the daily business letters we write and receive—are customarily set in lower case, never in caps.

2. Aside from the question of all caps vs. lower case, says another critic, the ad is a whirligig of dancing letters. It makes me dizzy, he says, just to sit and stare at the ad. Hence I haven't read it, although I have made several attempts.

▪ **3.** The type measure is too wide, says another critic, an art director of long experience. Generally speaking, no line of type should be over 3 inches in length, whereas the type measure in this ad is 7½ inches. Nearly all of the editorial matter in newspapers and magazine rarely exceed a type measure of 2 to 3 inches, and often the measure is less than 2 inches.

4. Still another critic objects to the fact that the ad is set in four different type faces. "I have been taught from my earliest days to confine type in any given advertisement to one or two faces. The whole objective of good typography is to make the message easy to read with a minimum of eye strain. A montage of type faces does nothing to make reading easy."

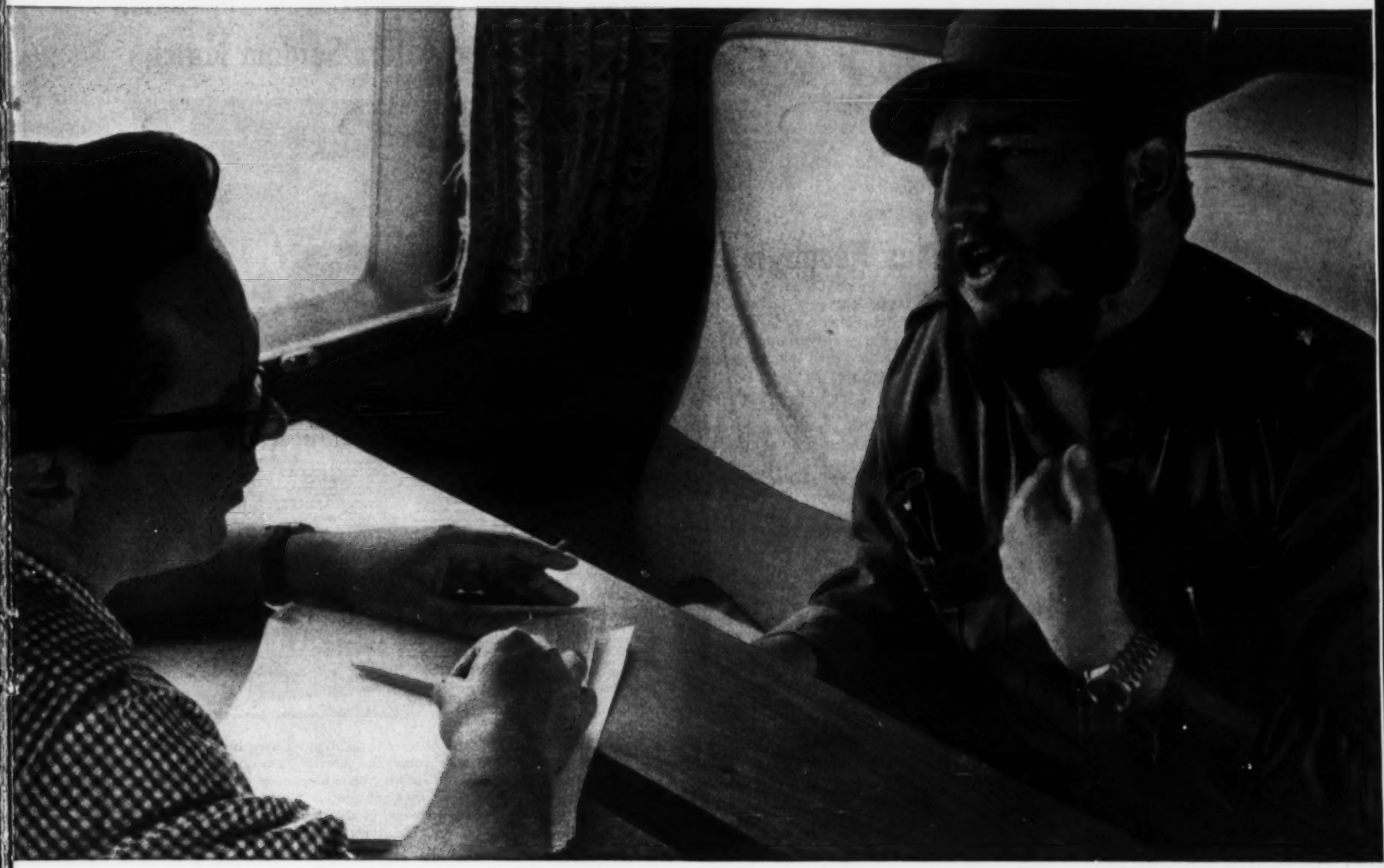
5. Another critic objects vehemently to the bottom section being set in reverse—white letters against a black background. "From our earliest reading of Mother Goose," he says, "our eyes have been accustomed to black type against a white background. When type effects depart from the familiar standards, the result is almost invariably a drain on the reader's mental energy. We become so accustomed to certain type faces and typographical arrangements that we finally acquire definite reading habits. I am absolutely opposed to copy set in reverse, just as I am opposed to tinted backgrounds."

JOUR DE L'INDEPENDENCE DE L'AUTOMOBILE, OR HOW TO MAKE YOUR DRIVING FUN AGAIN!
UTILITE: WHAT CAR COULD BE MORE USEFUL? LOOK! 4 DOORS FOR EASY-IN, EASY-OUT. BIG 7 CU. FT. TRUNK. EASY-ACCESS REAR ENGINE. ONLY 155 INCHES OF CAR TO PARK AND MANEUVER. SCOOT IN AND OUT OF HEAVY TRAFFIC EASILY!
FRUGALITE: get up to 40 mpg. Save on all motor bills. Pay only small monthly payments. Buy things you've wanted (and postponed till now) with your significant savings.
QUALITE:

6. Another point of criticism concerned the name of the car—Renault Dauphine—which is almost completely lost. Printed in a rather dark blue against a solid background, it is to all intents and purposes not decipherable.

▪ It is difficult to disagree with these criticisms. The mechanical units that make up the physical dress of the advertisement should be regarded chiefly as a carrier or vehicle of thought. The aim of the layout man should always be that of making the message inviting and easy to

Attwood: "You and Nasser are a lot alike, except you're much more disorganized."



Castro: "I know that. I try to do too much —but remember, I am an emotional man."

Bill Attwood, LOOK Foreign Editor, has a long, hard talk in the Cuban leader's private plane. "The Tragedy of Fidel Castro" in the current LOOK, is another vivid example of how a LOOK editor lives the story to get the story.

The most difficult man in Cuba to see is Fidel Castro. His own ministers seldom have more than a few minutes with him at a time. Although much has been written about him, few U. S. newsmen and editors have been able to speak to him. But LOOK editor Bill Attwood succeeded in spending *4 hours* with Castro in his presidential plane, conducting the exclusive, private interview in the current issue of LOOK.

To evaluate realistically Castro's position, Attwood spent weeks researching the consequences of the revolution. There were dozens of discussions and interviews with dedicated aides and supporters; and there were secret underground meetings with opponents and bitter enemies. The result: *The Tragedy of Fidel Castro*—another striking demonstration of the personal journalism that distinguishes LOOK.

In LOOK, editors report, write and help lay out their own stories. Through their complete involvement in the editorial process—from first-stage discussions to last-minute revisions—they convey the *feel* of the story as well as the facts. And this editorial difference helps explain why, in 16,850,000 households, LOOK has become identified with the exciting story of people —a story told with warmth, understanding and wonder.

LOOK

LOOK—THE EXCITING STORY OF PEOPLE

read. He should seek to do this not only through careful selection of type faces, but through expert handling of all of the physical units that make up the whole. *His guiding principle should be easy readability.* Unless there is a very good reason for including ornaments, a decorative border, or an arrangement of rules, he will do well to leave them out. Nearly always he will be wise to avoid stunts and tricky arrangements of his subject matter. Generally speaking, the conventional arrangements are best because they are as a rule the simplest and most familiar to the reader. There is also the danger that oddities and bizarre effects in physical dress of the advertisement will be more diverting and interesting than the thought of which they are supposed to be the vehicle.

■ However, despite its sins, I rather like the Renault advertisement. It is so unusual in appearance that it can hardly fail to flag the reader. It is a complete departure from the stereotyped automobile copy that is generally used today. Moreover, the copy is factual and informative and—believe it or not—states the suggested retail price. This campaign may be doing a fine job for Renault for all I know. I wish it luck. My only hope is that it won't start a new vogue among the copycats. #

Employe Communications . . .

Aid for the Communications Neophyte

By Robert Newcomb and Marg Sammons
(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

A representative of an advertising agency long-distanced us the other morning with the type of inquiry that puts clouds in the sky. "A client has just instructed us to produce an employe manual," he declared. "What I want to know is: What do I say in an employe manual?" The great almost unendurable temptation was to advise him that we had just been ordered by a client to write an advertisement, and to invite his ideas as to how long it should be.

There is plenty of reason, however, to be sympathetic toward the neophyte suddenly thrust into the briarpatch of employe communication. The first thing he needs to know is that there are precious few dependable sources of information about it; most texts are cautious assemblies by the inexperienced.

A fairly recent entry into the employe manual textbook field is S. D. Warren Co., the paper manufacturer headquartered in Boston. Warren has been turning out creditable guidebooks in communications for many years, starting with a directory on company publication editing. The newest contribution is called simply "The Employe Manual" and while it leaves a lot to be desired editorially, it does represent considerable knowledge and effort. The neophyte charged with manual assembly gets at least some ideas about physical appearance (the publication consists largely of specimen pages from manuals already published), and he is reminded of certain common sense taboos. The Warren book highlights contents, and this is most helpful to the manual fabricator; nine out of ten—even the experts—have to work against a checklist because it is so simple to leave out an essential point. (One communications man last week was frantically re-working the copy for his manual: He had omitted all reference to pay day!)

Over the years the paper manufacturers have been conspicuously helpful to the communications crafts, with Warren undoubtedly the pioneer. For several years the Champion Paper & Fibre Co. at Hamilton, O., published a "house magazine for house magazine editors" called "Stet," which was abandoned a few months ago; Champion, like Warren, has also published an occasional useful manual. With "Stet" out of existence, it would appear that Warren may have the communications field to itself. When one considers the tremendous growth of the company publication field in the past several years, and the rise of such special products as employe annual reports, recruitment manuals, external mailing pieces, indoctrination manuals, profit-sharing booklets, welfare and pension plan handbooks—to name a few, one begins to get a sample of what's involved in paper tonnage.

Within the past few weeks, the new disclosure law (full name: Welfare and Pension Plan Disclosure law) has brought new headaches to company legal departments, personnel directors and communications men, and much new potential revenue to printers, engravers and paper merchants. The reason is that the new law calls for some re-vamping of benefits booklets.

The merchant with the smile on his face and free textbook under his arm will probably be the first with his foot in the door. #

The Creative Man's Corner . . .

Owner Quotes Carry Conviction Copywriters Seldom Match

"Show me a Rambler owner and I'll show you a Rambler salesman"
Here's what our Rambler owners told Popular Mechanics Magazine:
Best Record by any American Car
AMERICAN MOTORS CORPORATION
RAMBLER • KELVINATOR • METROPOLITAN
The Compact Rambler... America's No. 1 Success Car

The headline to this Rambler ad might have been better—might have been written with a little more consumer interest. We do not believe automobile buyers particularly respect automobile salesmen or want to be identified with them. As a matter of fact, we have met few automobile buyers who do not consider automobile salesmen one of the lower forms of humanity.

This, however, is the only fault we can find with a message we consider otherwise superb and worthy of comparison with that now famous Rolls-Royce ad. The copy consists chiefly of quotes from Rambler owners, queried by *Popular Mechanics* magazine, on their attitude toward their car. We doubt that a copywriter could have equalled the conviction of these replies. They shimmer with informativeness and believability. Above all, they "touch home"—they assure you about qualities of the car *you* are concerned about and interested in learning about and which are seldom mentioned in the panegyrics copywriters almost invariably write about automobiles. Qualities like body tightness, absence of defective workmanship.

An Ohio school supervisor is quoted as saying, "The ride is a pleasant astonishment to us all." A Washington, D. C., scientist says, "Its maneuverability in traffic has cut 10 minutes off my driving time to and from work." A Nebraska banker says, "This car was finished at the factory. The dealer didn't have to finish the job as is the case in so many other makes."

This can hardly be called polished English. But precisely because it can't, it doesn't show so obviously the hand of the "pro," the hired weaver of hopefully hypnotic prose. It *does* reveal the unquestionable sincerity of someone who knows the product and speaks from experience. Some professional, of course, culled these remarks from many. By and large, however, the quotes of the nameless people who collaborated to make this ad hold an important lesson for copywriters.

This should interest a lot more people in Ramblers. #

Looking at Radio and Television . . .

Dollar Reasons for New Talent Search

By the Eye and Ear Man

There seems to be a shortage of talent in television. Not only can a top rate star command $100,000 for a single appearance in a spectacular, but what is not generally known is that a director or a producer, who has any kind of a name, can command up to $25,000 for the same spectacular. Often the behind-the-scenes workers are products of a good publicity campaign or a single outstanding effort.

The result is a severe inflation and an intense competition between advertisers, networks and package producers for this kind of talent. The great number of specials makes it possible for a talented director to get more money in a single season than a motion picture star was accustomed to get in a busy year, not to mention the most successful business executive.

■ Because this money is taxable income and increasingly less "keepable," the tendency will be for a top performer or technician to do just enough work, two to five shows, to get maximum take home pay and spend the rest of the year enjoying life. This is a pattern that has been followed by certain cafe stars who play Las Vegas and Miami and dog it the rest of the year.

The conclusion one must rapidly reach, therefore, must be that either a gimmick, like stock options, deferred payment, incorporated shows, insurance, pleasant extended location shooting in the spas of the world, or something like that, will have to be devised in order to hold these rare talents and motivate them to work more; or new talent must be discovered.

While both techniques will be employed, the most prevalent one must be the discovery of new talent. Getting a bright producer-director is the easiest. The teaching of television techniques is simpler than waiting for a tv-trained successful technician. It is possible to go to off-Broadway or Broadway or radio or motion pictures to get these people. They can be reasonably hired.

■ The next step is the IDEA! You don't need a star or a best selling novel or an extravagant set if the idea is good. Actually a fresh idea can stimulate fresh new talent and result in a new group of stars. The top names in television today for the most part were obscure actors be-

✻ The Oregonian is *right* with the retailer, who watches the women go buy day after day. Month after month, year after year, Portland retailers put most of their advertising in The Oregonian. They *know* The Oregonian is the active newspaper with the reactive audience . . . the one advertising medium that's big as all Oregon !

✻ *How big is the Oregon Retail Market? Almost $2½ billion annually. That's over twice San Francisco, and almost three times Buffalo!*

The Oregonian
Portland, Oregon

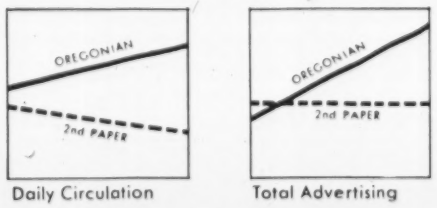
Leads in retail advertising—by Far!

watch the women go BUY

✻ WATCH THE WOMEN GO BUY • WATCH THE WOMEN GO BUY • WATCH THE WOMEN GO BUY •

Largest Circulation Newspaper In The Northwest
242,035 Daily • 306,014 Sunday

The Portland 10-year change at a glance



Daily Circulation — Total Advertising

Sources: S.M., 5/10/59; ABC Pub. Stmt., 6 mos. ending 3/31/59

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, Inc.

fore they got into tv. Exposure to a mass audience of 25,000,000 people and upward can make a star in a short period of time.

Since there are virtually no performers left who are new to television, it is necessary to feed the cruel gristmill fresh faces or familiar faces in new guises. The result of this endeavor is to build new stars and be able to hire them at reasonable prices—at least until they get fat and successful and begin to believe their press notices.

When the advertiser considers that a regularly-scheduled program averages about $200,000 an hour, time and talent gross, and an hour-and-a-half show with a premium priced talent may be as high as $600,000 to $750,000, he must consider carefully whether he should concentrate his advertising against a limited number of shows or stretch it out over a longer period with six minutes instead of nine minutes, but with every week advertising instead of once a month.

▪ There are very few products, if any, that cannot be sold in six minutes, and conversely there are equally few that are not oversold in nine minutes. All this is aside from the advantages of weekly exposure, unduplicated audience and frequency plus the fact that there is no guarantee that the average special will rate any better than the average hour show.

But specials will be with us, statistics or no, and the main function of the advertising agency, networks or producers is to bring them in at a reasonable price. In order to do this, it will be necessary to define a spectacular as any program that is not regularly scheduled on any subject in any vein featuring any actors so long as that program emerges as a new and different program varying the normal television pattern.

If advertisers can succeed in bringing variety and freshness to the sameness that comes from the mass programming characteristics of the television medium, they and their public will be well served. But if, in the process of seeking to be different, they run prices of talent up to an unaffordable base, they will have succeeded only in opening the door for pay television, since commercial free television must compete with other advertising media for advertising dollars. In this contest, with many factors not measureable, cost per thousand homes becomes a paramount barometer. #

On the Merchandising Front . . .

A Tribute to the Hoover Company

By E. B. Weiss

Something over two years ago, the first signs appeared of a return to favor of the upright vacuum cleaner. Since then, this original type of cleaner has staged an increasingly vigorous recovery.

E. B. Weiss

This is not to say that the upright cleaner was ever in danger of disappearing from the market. It was simply a case of the tank type cleaner being vigorously promoted, catching the popular fancy, and giving the upright cleaner powerful competition.

Through all of this marketing turmoil Hoover never lost faith in the upright cleaner. Its faith was premised on the unshakable conclusion that the upright cleaner is a superior cleaner—just as simple and honest as that. And Hoover was convinced that, in time, the particular virtues of the upright cleaner would restore it to top position.

▪ It was not easy to maintain this attitude in the vacuum cleaner market of the last decade. The tank type cleaner had the advantages of news; of novelty. It won the major promotional activities of the major retail outlets. It dominated the advertising of most of the vacuum cleaner makers—other brands which had been built on uprights in most instances jumped aboard the tank-type bandwagon.

Hoover added a tank-type to its line—not to do so would have involved blind stubbornness. But Hoover never forgot that its *long-term* strategy was premised on the superior advantages of the upright cleaner.

Consequently, even when Hoover made a tank-type cleaner available under the Hoover name, it was the upright that continued to get major attention from the entire Hoover organization. It was the upright that Hoover continued, year after year, to improve. It was the remarkable organization servicing the Hoover vacuum cleaner line that was improved, year after year, with particular emphasis on ever better service for the upright cleaner. Hoover advertising, Hoover selling, Hoover merchandising and promotion all gave top billing to its upright cleaners.

▪ I am sure there must have been many long and serious discussions over these years within the Hoover organization concerning this continued emphasis on the upright cleaner. I can picture some Hoover salesmen reporting: "Plug the tank-type and we'll show you volume." I can picture some Hoover dealers reporting, "Forget the upright—get behind the tank; then we'll show you some action."

And I imagine it is not beyond the realm of possibility that, during several years over the last decade, Hoover's volume and even profits might have been somewhat higher if it had gone all-out on tank-type cleaners.

But Hoover's management never wavered in its deep belief that the upright would better serve the public. Nor did Hoover waver in its conviction that long-term strategy based on the upright would, for the long term, prove more profitable than opportunistic short-term emphasis on the tank-type.

I should add that all of what I am saying here is purely surmise, based on my observation of the vacuum cleaner market. I have not been privy to Hoover management debates, and nobody connected with Hoover has had a blessed thing to do with the writing of this column. When it appears in Advertising Age, Hoover management will be reading my comments for the very first time.

▪ Now the trend is back to the upright cleaner. And I suspect that Hoover will enjoy a splendid share of the larger market for uprights.

It will enjoy a substantial share of the new upright cleaner market because it continued to identify itself with the upright cleaner.

And because it continued to make, year after year, one of the great upright cleaner lines, regularly improving its upright cleaners.

And because it continued to develop its service organization for uprights, its dealer organization, its selling organization.

And because in its advertising Hoover not only continued to give major emphasis to its uprights—but because its advertising reflected an integrity that confined the advertising to modest and believable claims.

▪ I have seen one large manufacturer after another in other industries desert their founding policies. But Hoover stuck with its original policies—not, I repeat, through stubbornness, but through faith; through belief; through conviction.

As a consequence, I am certain that Hoover faces a very pleasant future. In an era of extraordinary and even fantastic line diversification, in an era of merchandising opportunism, in an era of product gimmicks and false claims—it is nice to be able to pay this totally unsolicited tribute to a company that has consistently followed a sound program and which is now about to enjoy the fruits of concentration, integrity, and faith in its ideals.

▪ If this sounds mushy—well, maybe it is. But I would like to point out that in five years of writing columns for Advertising Age I've never, but never, written in this vein about anybody, any time, anyhow. Usually, I attack, criticize, condemn.

But it occurred to me the other day that Hoover rated as high praise as this poor pen could bestow—and there you have it. #

Learning from the Retail Ads . . .

Winners of the Penguin Contest

By Clyde Bedell

(Mr. Bedell is a consultant in retail advertising and advertising training.)

In alphabetical order, winners of the three first prizes in the recent contest announced in this space, are Lee Gladish of Advertising Inc., Boulder, Colo.; Louis Kruh of BBDO, New York, and Bill McCann of Royal Oak, Mich.

The top seven entries were so distinguished I name four honorable (or reasonably honorable) mentions. Again alphabetically: Conrad Blomberg, Bismarck, N.D.; Loyd Crader, Mobile, Ala.; Mrs. Gene Hull, Portland, Ore., and K. W. Todd, New York.

▪ Leads of the prize-winning copy in sequence named above read:

"One night he dropped in on friends who had just bought a new Slumber Box, the beautiful living room coffin, styled by Dobbs. Only a hand-finished Dobbs coffin combines furniture beauty with comfort enough to last an eternity."

"One night he dropped in on some friends who had just bought a new Wigwamo, the indoor, semi-automatic, cigar store Indian with the beautiful Navaho [sic] design. Certainly only a hand crafted reproduction of early American furniture. . ."

"One night he dropped in on some friends who had just bought a new Browning automatic rifle. Egged on by the beautiful wife, he tested it, only a handful of tiny slugs in furniture and host . . . "

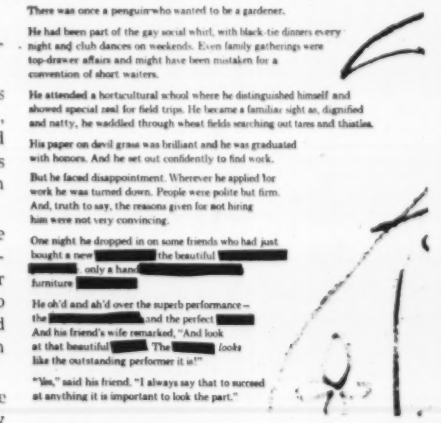
The honorable mention fill-ins were to advertise a "bellybutton swabber," a "shaggy dog," a "licorice cigaret," and "Nubian slave girls."

▪ Incidentally, I was surprised to find out how many readers of AA have unclean, if not filthy, minds. After eliminating the downright vulgar, the extremely bawdy, the lascivious, the disgusting, and the salacious entries, there were only 37 left. I can see what a poor but beautiful girl in the advertising business is up against.

Mr. Todd's (Silicones Division, Union Carbide) Nubian slave girl entry received honorable mention by refraining from filling in blanks after the first. He said: "It is obvious what the other deleted words and phrases are, but because of postal restrictions it is better not to repeat them here."

The temptation to fill in the obvious was so great to many advertising people that they completely fell apart. Mr. Todd is rewarded with this distinction of honorable mention because he proved himself to be a man of great will power, and perhaps even a gentleman.

Here are some of the other mentionable products about which fill-ins were written, showing that the Penguin ad was as versatile and circus-tent-like in its potential coverage as I originally stated.


Fable of t
Penguin who got
of going form

There was once a penguin who wanted to be a gardener.

He had been part of the gay social whirl, with black-tie dinners every night and club dances on weekends. Even family gatherings were top-drawer affairs and might have been mistaken for a convention of short waiters.

He attended a horticultural school where he distinguished himself and showed special zeal for field trips. He became a familiar sight as, dignified and natty, he waddled through wheat fields searching out tares and thistles.

His paper on devil grass was brilliant and he was graduated with honors. And he set out confidently to find work.

But he faced disappointment. Wherever he applied for work he was turned down. People were polite but firm. And, truth to say, the reasons given for not hiring him were not very convincing.

One night he dropped in on some friends who had just bought a new [redacted] the beautiful [redacted], only a hand [redacted] furniture [redacted]

He oh'd and ah'd over the superb performance -- the [redacted] and the perfect [redacted] And his friend's wife remarked, "And look at that beautiful [redacted]. The [redacted] looks like the outstanding performer it is!"

"Yes," said his friend. "I always say that to succeed at anything it is important to look the part."

Ferrari 250 G. T. Berlinetta	Resuscitator
Prime Penguin Paltry Plume and Pinion Plucker	Manure spreader
Compost-heaper, the beautiful Bijouterie	Guppy tank
Olive de-pitter and Pimiento-stuffer	Keyhole
Iceberg from Frozen Assets Agency	Imported Gibson onion
Schwarzwald cuckoo clock	Black Pekingese
Restraining gear for wayward husbands	Jewelled flyswatter
Mechanical brain potato peeler	Johnny mop
Wide-tread Punkiac baby carriage	Automobile
Castro beautiful convertible couch	Hi-fi set
Black soft asphalt floor	Sanskrit penguin eater
United Stater postage stamp	Harpsichord
	Newel post

The 3 invaluable $10 books, "Your Advertising—Force or Farce," have been sent on their respective ways, even postpaid. Their study will lead the happy

When the leader takes a bold step forward that's news...
Here...in the more popular digest size... with more fashion pages...more full color...than any other magazine in the world...and with a cost per thousand far below any other fashion magazine...is the new

Simplicity

the fashion magazine for women who sew

A Simplicity Pattern Co. Publication
200 Madison Avenue, N.Y. 16, N.Y.
Oregon 9-3700

winners into more contest conquests.

And now—if the original composer of the Penguin ad will come out from under the sofa and write me privately what he (or she) thinks of penguins I will quietly send him (or her) another copy of the $10 prize book, and we will forget penguins until we are next in a zoo. #

"MY GREY HAIR IS A NATURAL LOOKING COLOR AGAIN"
says Jan Garber,
Idol of the Airlanes
"TOP SECRET gives my grey hair a natural looking color!" says famous dance band leader Jan Garber. "I noticed results after just a few applications. And TOP SECRET is easy to use—doesn't stain hands or scalp. TOP SECRET is the only hair dressing I use."
A FAVORITE OF THE STARS
TOP SECRET has been a favorite with famous personalities for years. Exclusive formula imparts a natural looking color to grey or faded hair. Does not streak or injure hair; does not wash out. Send $5.00 (Fed. Tax incl.) for 6 oz. plastic container. (Convenient for traveling, too.) Prpd. No COD's, please. Money back if not delighted with results of first bottle.
ALBIN OF CALIFORNIA
Bin. 74-09, 3100 Vanowen St.
Burbank, Calif.

Does He—or Doesn't He?

The type was about 6-point, but as we flipped through *Esquire* it hit us hard—Jan Garber, Idol of the Airlanes. The phrase was so familiar, and so antiquated. Then we noticed the headline, "My grey hair is a natural looking color again." Garber was endorsing a hair dressing called Top Secret.

The laugh was on us. Anyone who recognizes the phrase Idol of the Airlanes is dead certain to have grey hair. We peered hard into the mirror, then sent away for a bottle of Top Secret. #

The Peeled Eye Department . . .

'His Time and Her Time'

By Doris Willens

Dick Neff is on vacation. His guest columnist this week is Doris Willens, advertising news columnist of the New York Journal-American.

Somewhat Strained Togetherness

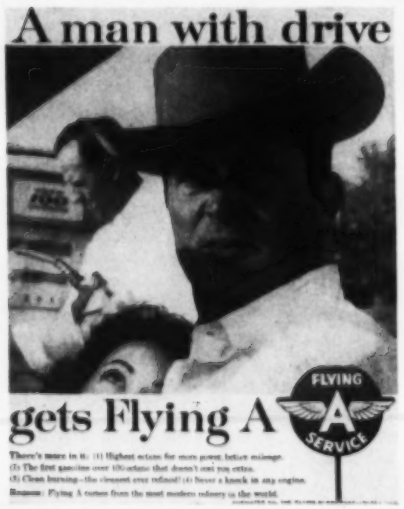
What in the world could be more natural than a man and woman together—or more unnatural than some of the ways they are shown together in ads?

Yes, it's "His and Her Time" all over America—and you will see in the House of Lords ad a scene that all over America is instantly recognizable. A living room that looks like a backdrop for Rashomon. She, 18 if she's a day, is perched like a vision of a finishing school student who took lessons in how to listen, her drink (is she old enough?) two arm-lengths away. He, ignoring the vast expanses of sofa and pillows, chooses instead an armless chair to view her from.

Doris Willens

Are they married? How came these youngsters to such a lavish abode? If he's picking her up for a date, where's the old man? Or does she pour her own? If it's after the date, why doesn't he move over?

Maybe it will all be more relaxed when they get through the fifth of H. of L.



More than One Kind of Drive

Quite a different situation is the Flying A ad. This man with drive has a wide-, mascara-and-pencil-drawn-eyebrow-eyed doll resting adoringly on his no doubt strong shoulder. So what is this man with drive doing? Is he giving her a tumble?

Open-shirted and bronzed he is, but his expression conveys to us only one thing. (And we're not fooled by the gas-station attendant in the rear, since most stations have two rows of pumps.) Our hero is plainly concerned as he watches the meter roll, about whether he's got the money to pay for the amount of gasoline he'll need to take the doll back to where he found her. There's more than one kind of drive, you know.

Ain't We Got Fun?

There's always the danger, in slugging something or someone as "interesting," that other people couldn't agree less. "People of Interest" says the headline in the Cafe Louis XIV ad, indicating the man and woman pictured.

PEOPLE OF INTEREST FIND THAT THE NEW CAFÉ LOUIS XIV INTERESTS THEM!*
For your dining convenience, the new Café Louis XIV will remain open to serve you until 1 A.M., 7 days a week. May we recommend reservations—Circle 6-5800.
LUNCHEON • COCKTAILS • DINNER • SUPPER
CAFÉ LOUIS XIV
15 WEST 49 STREET AT ROCKEFELLER CENTER
*PHOTOGRAPHED IN THE VERSAILLES DINING ROOM OF THE NEW CAFE LOUIS XIV.

As they sit together—she seemingly making some less than kind comment about another woman who's just entered, he with the glazed look of a man who hasn't been able to get a word in all through the drink and appetizers—hardly look like the sorts who'd be fun to spend an evening with.

But *chacun à son gout*.

What They Were Saying 25 Years Ago . . .

Headlines in Advertising Age (AA, June 30, 1934):

"Plan Chain of 100 Cranberry Juice Stands"

"Amos 'n' Andy Lead the Field in Radio Poll"

W. L. Gundlach, of the retail sales department of Standard Oil Co. of Indiana, addressing the Direct Mail Advertising Club of Chicago (AA, June 30, 1934):

"When we send out some direct mail on Semdac auto polish, and Mrs. Mary Jones comes into the service station to ask about it, we want to be sure that the salesman does his part to complete the sale. We want him to step up to Mrs. Jones with his brightest smile and say, 'Good morning, Mrs. Jones. Here's that Semdac auto polish I wrote you about. See, here's the way it works. You put it on like this, etc.'

"But here is what often happens: The salesman says, in response to her question, 'Semdac—yes, we've got some around here somewhere. Jerry, where's that Semdac?' Blooey goes the sale. If the salesman isn't interested, Mrs. Jones isn't, either, and so our direct mail is no good."

Tips for the Production Man . . .

Color: a Wide Open Frontier

By Kenneth B. Butler

The last two decades have seen color become a rather commonplace commodity in the graphic arts. Many of our larger daily newspapers boast four-color runs in every edition. The number of magazines still printing in only one color is now miniscule, and the one-color promotion piece is similarly rare.

We have become obsessed with finding ways to introduce more and more color in each press run and with achieving that four-color process look (with less than four forms, if possible). There does, in fact, seem to be a factor of prestige involved in the use of four-color plates.

■ And yet I wonder if we haven't been missing the boat in color application. Four-color work is often beguiling, especially in an advertisement utilizing a single large scenic illustration. But it can also be flat and meaningless, especially in an advertisement utilizing a number of small illustrations.

In fact, it strikes me that a startlingly high percentage of the really memorable advertisements and printed pieces I have encountered in the past year have been in only one or two colors.

Two-color work, in particular, seems to offer a number of intriguing vistas, many of them virgin or rarely explored. While the use of colors other than standard r.o.p. red, yellow, blue and green may entail a cost increase, this increase is considerably less than that involved in the use of four-color process plates, and yet the effect is often far more compelling.

Some of our best craftsmen have been moving in this direction, and I have noted with special interest experiments in color combination.

■ The traditional complementary colors, red and green, orange and blue, purple and yellow, are being reserved primarily for instances where a slight shock effect is sought. Bold, simple strokes are mandatory; a page containing a scatter of contrasting color components can be unpleasantly jarring.

A safer field is that of the monochromatic or harmonious color scheme, involving different shades of the same basic color. Brown on beige, for example, or Kelly green on lime, dark brown on rust, navy on sky blue, black on gray, crimson on strawberry, forest green on aqua.

Orange has long been considered one of the most difficult colors to use. But I have recently seen some exciting applications of red on orange, orange on pink, orange on yellow—none of them as "loud" as you might expect.

■ Some contrasting colors which exhibit potential—some familiar and some not so familiar—are gray and pink, blue and red, maroon and gold, blue and silver, gold and Marshall Field green, sky blue and magenta, pink and navy, beige and lime, beige and forest green, salmon and navy, battleship and lime, battleship and magenta, sky blue and vermilion, pink and Marshall Field green, orange and slate, salmon and robin's egg, orchid and pale green, cherry and royal purple.

These combinations can be achieved variously. Stock in the lighter color can serve as the printing surface for the darker shade; stocks in the contrasting colors can be folded as facing pages (with black ink imprinted on both), or both can be imprinted as ink on white stock.

■ In one respect, too, I dislike to compile a list such as the foregoing, for it suggests limitations which I, for one, would not like to set. Recently, for example, I received a splendid booklet, the cover of which employed a gloss black imprinted on a flat black; obviously this would not work in every situation but it certainly did a whale of a job in this instance.

The frontier, boys, is wide open. #

He talks to your customers every day!

As the new editor of American Metal Market, Ed Lally will be playing a tune of which he is past master.

Thirteen years ago, the Wall Street Journal moved Ed out of Cleveland and on to Pittsburgh to open a bureau there.

His assignment: keep your finger on the pulse of "big steel", keep your eye on its quarrelsome mid-wives, labor and management, and leave a hand free for the typewriter.

These ambidextrous demands weren't as tough for Lally as they seemed. As reporter for a number of papers, and for UP in a half-dozen states, he had covered the negotiating of U.S. Steel's first contract, the "little steel" strikes in 1937.

Lally is used to moving in fast on pulse-taking assignments. He has covered every important development through the late forties until now—strikes and their settlements, new materials, new processes, Korea, government policies, shortages, market trends... If it involved metals, coal or heavy industry, Lally or one of his men was on the scene.

Now he moves on... with 77-year-old American Metal Market, Ed will be playing the same tune but on a vastly larger scale. Not just steel, but all metals, everywhere, every day.

Read page by page first thing every morning of every working day by more than thirty-one thousand of industry's top metal buyers.

Not simply because they want to, but because they have to... because AMM's price and market information is vital. So vital, in fact, that they pay more than a quarter of a million dollars to read it. So vital that they pay industry's top subscription rate of $24.00 a year!

AMERICAN METAL MARKET
18 Cliff Street, New York 38, N. Y.

AMERICAN METAL MARKET
The Market Authority of the Steel and Metal Industries
NEW YORK, WEDNESDAY, JUNE 17, 1959
Steel And Union Teams Talking
Says Antiquated Laws Will Ruin Nation's Carriers
Suggests Steel Bargainers Meet
Breakneck Pace
Metal Finishers

...as vital to metal buyers as the ticker is to Wall Street

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

'Show It to a Woman; She'll Understand,' She Says of Scott Paper Ad That CM Panned

To the Editor: It is obvious that the person who questioned the effectiveness of the Scott Paper ad reproduced in the Aug. 24 Creative Man's Corner does not have the slightest inkling as to what goes on in the female mind.

Women have read every word of that ad; if not because the illustration is an excellent stopper, then because the heading clinches it. Every mother in the world wonders if her child has talent. Although housewives would not really trade places with anyone they all have frustrations stemming from unaccomplished dreams. They strive to make them come through their children. And when a smart copywriter poetically tells her how her child made this utterly creative painting just for her, or picked a dandelion just for her, he is touching her melting spot. You see; women, too, are egotistical, but they call it "natural motherly instinct." At that point she relives the pride and joy of motherhood. So at that point it's pretty safe for the poet to say, "—and all at once the hands that are dirty again, the sink that's splattered again, the lunches to pack again, the dishes to scrape again don't matter."

Although the female is sentimental, she is also smart enough to realize that whether her kid was finger painting or just reading comics she's still going to have all those rotty old chores. But it's easier to do them in that frame of mind, especially when someone else understands how she feels.

The last paragraph will sell Scott's products to women because it makes her realize that a company has improved its product with her in mind. They sympathize with her and help make her chores easier. They recognize the aesthetic side of her. They tell her without telling her that she's more than a brainless extension to a dish mop. And that's exactly what she wants to hear.

Statistics and charts may sell some men but don't tell women your tissue has eleven more squares than Brand "B" because she doesn't care.

The professionals that criticized that ad didn't even understand it. Show it to any woman; she'll understand it. And it's she who does the family shopping, not the admen.

Irene Grenier,
Robertson, Buckley & Gotsch, Chicago.

• • •

Recalls Stamp That Illustrator Treviso Put on Santa Fe Ads

To the Editor: The few excerpts from the Santa Fe presentation published in your issue of July 27 briefly illustrate an exciting eighty year period in the history of one of America's most interesting advertisers.

I was rather surprised, however, to note the great gap between the ad appearing in 1902 and 1956, respectively. It was in this period, particularly the twenties and early thirties, that the great Louis Treviso affixed the stamp of his personality on western Santa Fe advertising. He developed the now well recognized "California" style of lettering which even to this day eastern artists strive to imitate in their own very refined way. Yet it was not the letter style alone which gave such vigorous life to Santa Fe ads, but the very interesting compositions Treviso gave to the lettering.

It is doubtful if in all the history of advertising another example could be found which through all these later years still bears the imprint of one man like Santa Fe does that of Louis Treviso of San Francisco, who has been so long gone but who is still so well remembered.

Leonard Arthur Wheeler,
President, Leonard Arthur Wheeler & Associates, Toronto.

• • •

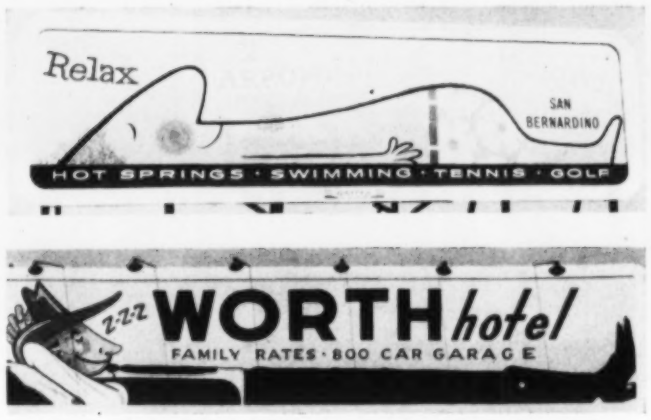
Claims Smaller Advertiser Gets More for His Money

To the Editor: One of the most puzzling aspects of the advertising business is that the larger advertisers seem to get the least creative type of advertising, whereas the smaller advertisers invariably get the best advertising for their money.

When we think of our largest advertisers, we immediately think of those advertisers in the automobile, the soft drink, and the cigaret industries. Every year the automobile industries spend millions of dollars on advertising, and yet you almost never see an original automobile ad. They all look alike. They all look like the type of advertising that Cadillac pioneered many years ago and has continued. The only exception to this pattern seems to be the type of advertising that Rambler and many foreign cars do, in which they call attention to other features besides tremendous length, huge width and almost non-existent height of the cars.

In the cigaret industry, about the only original bit of advertising to come along in years was the "Marlboro man" pioneered by Leo Burnett, and of course, it wasn't too long before a flock of big agencies with talented, creative men, copied the "Marlboro man" for other cigarets—almost down to the last pore.

In the soft drink field, the comparison is almost ludicrous. When Pepsi-Cola came out with their ads featuring slim "Pepsi-Cola style" people, it wasn't too many hours before Coca-Cola came out with almost identical people, and put them in foreign countries. When Pepsi-Cola started their singing tv commercials (the ones that have no beat and no rhyme), Coca-Cola came out with extremely similar commercials, except that they included some beat and some rhyme. Another field



Relaxing, Suh, Texas-Style

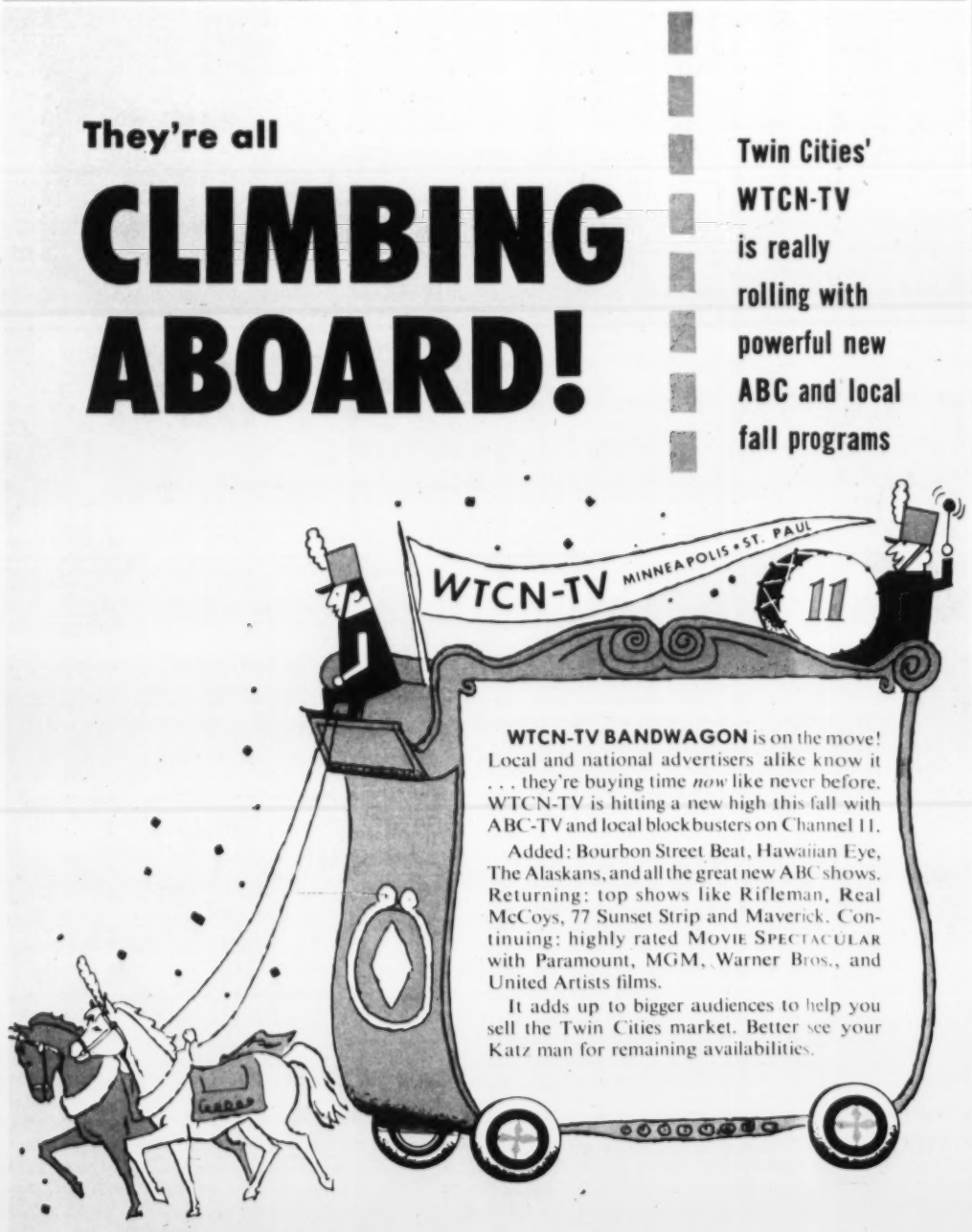
To the Editor: Each week I look forward to receiving my news packed issue of Advertising Age. I have been a subscriber for several years and thoroughly enjoy each and every issue.

In the latest issue I noticed the enclosed clipping of a relaxed California hotel guest. Being a typical Texan, I like to brag a little, so thought I would send you a photo of recent copy for the Worth Hotel, here in Fort Worth, Texas.

If you will compare the two gentlemen closely you will notice the Texan, although sleeping with hat and boots on, has a far more relaxed look on his face. (He probably is counting Herefords as they jump over oil derricks.) You will also notice the agency, Dan Gould, Advertising, was able to keep the copy in a straight line due to the trim physique of our cowboy. Thought you would be interested in the comparison.

Marsline K. Moore,
Fort Worth.

They're all
CLIMBING ABOARD!
Twin Cities' WTCN-TV is really rolling with powerful new ABC and local fall programs



WTCN-TV BANDWAGON is on the move! Local and national advertisers alike know it . . . they're buying time *now* like never before. WTCN-TV is hitting a new high this fall with ABC-TV and local blockbusters on Channel 11.

Added: Bourbon Street Beat, Hawaiian Eye, The Alaskans, and all the great new ABC shows. Returning: top shows like Rifleman, Real McCoys, 77 Sunset Strip and Maverick. Continuing: highly rated Movie Spectacular with Paramount, MGM, Warner Bros., and United Artists films.

It adds up to bigger audiences to help you sell the Twin Cities market. Better see your Katz man for remaining availabilities.

HOP ON OUR BANDWAGON TODAY...

WTCN-TV AND RADIO
ABC STATIONS FOR MINNEAPOLIS • ST. PAUL

Hearst Advertising Service Inc.
announces the location of
its NEW OFFICES at
410 PARK AVENUE
NEW YORK 22, N.Y.
TELEPHONE PLaza 2-0200
SEPTEMBER 14, 1959

National Advertising Representatives of:
NEW YORK JOURNAL-AMERICAN • THE CHICAGO AMERICAN • DETROIT TIMES • PITTSBURGH SUN-TELEGRAPH • ALBANY TIMES-UNION • BOSTON RECORD-AMERICAN-ADVERTISER BALTIMORE NEWS-POST-AMERICAN • MILWAUKEE SENTINEL • SAN ANTONIO LIGHT LOS ANGELES EXAMINER • SAN FRANCISCO EXAMINER • SEATTLE POST-INTELLIGENCER

where imagination has been sorely lacking is in advertising done for airlines. The only really original airline ad I can remember is the one done for Tel Al Israel Airlines by Doyle Dane Bernbach (one of the few agencies left in New York that almost consistently turns out creative advertising).

Have they no shame, these people? I know I would feel terribly guilty if I were to take money from Camel cigarets and in return give them the Marlboro man.

Rodger Michell,
Chicago.

• • •

Upside-Down Watch Disturbing

To the Editor: Please note enclosed ad. Does our fine feathered friend enjoy the distinction of being different looking even to the point of showing other people what time it is and keeping a pocket watch for his own info?

Is this an adman's license to show the watch being worn upside down so that the reader can tell the time? This is interesting. Perhaps your readers will enjoy this as much as I did.

Jules Jentes,
Sales Research Manager, Sonotone Corp., Elmsford, N. Y.

• • •

AA Hiked Stakes $19,980,000

To the Editor: We were delighted to see news of the Mennen Co. so prominently displayed in ADVERTISING AGE. Many thanks for running the Lucky Shaver story (AA, Aug. 24).

You must have electric typewriters at ADVERTISING AGE. Somebody left their finger on the zero a little bit too long. . .the total prize money is $20,000, not $20,000,000—that's more than our entire annual budget! We would be most appreciative if you could rectify this matter. I am sure some of our dealers who are regular readers of ADVERTISING AGE are going to be overwhelmed with your sensational story.

Virginia Stockfish,
Publicity/Promotion Dept., Grey Advertising Agency, New York.

•

To the Editor: *How* much?

Trust a "banker" to read the decimals!

Mert Reade,
Advertising Director, Valley National Bank, Phoenix.

• • •

CM's Appraisal of Redwood Ads Doesn't Sound Convincing

To the Editor: I'm sorry, but The Creative Man's appraisal of the advertising of the California Redwood Association doesn't sound convincing (AA, Aug. 10).

In the past few months, I have been exposed to two or three of the ads in this series (in *House Beautiful*, I believe) and I have noted them with interest because my wife and I are planning to build a *modest* home. Honestly, it didn't worry me at all that a rather plush interior was used for the illustration in this ad. The flagstone and recessed lighting, built into a not-readily-identifiable hall area of this home, seemed to blend very nicely with the redwood. This blending gave the photo and the room "a feeling of warmth." I liked it.

I showed the ad to my wife and mentioned that we should be sure to tell our architect to consider redwood in some area of our new home, such as den or entry. Could CRA ask more?

By the way, I've carefully reread this letter in hopes of spotting any misspelled words. I should hate to have it show up in "The Voice of the Advertiser" with an error. Someone on the staff might feel called upon to draw a figurative ring around my mistake in an effort to amuse AA readers.

Allan Paul,
Public Relations Director, Rose Marie Reid, Los Angeles.

COLUMBUS' BALANCED ECONOMY IS IMPORTANT TO YOU

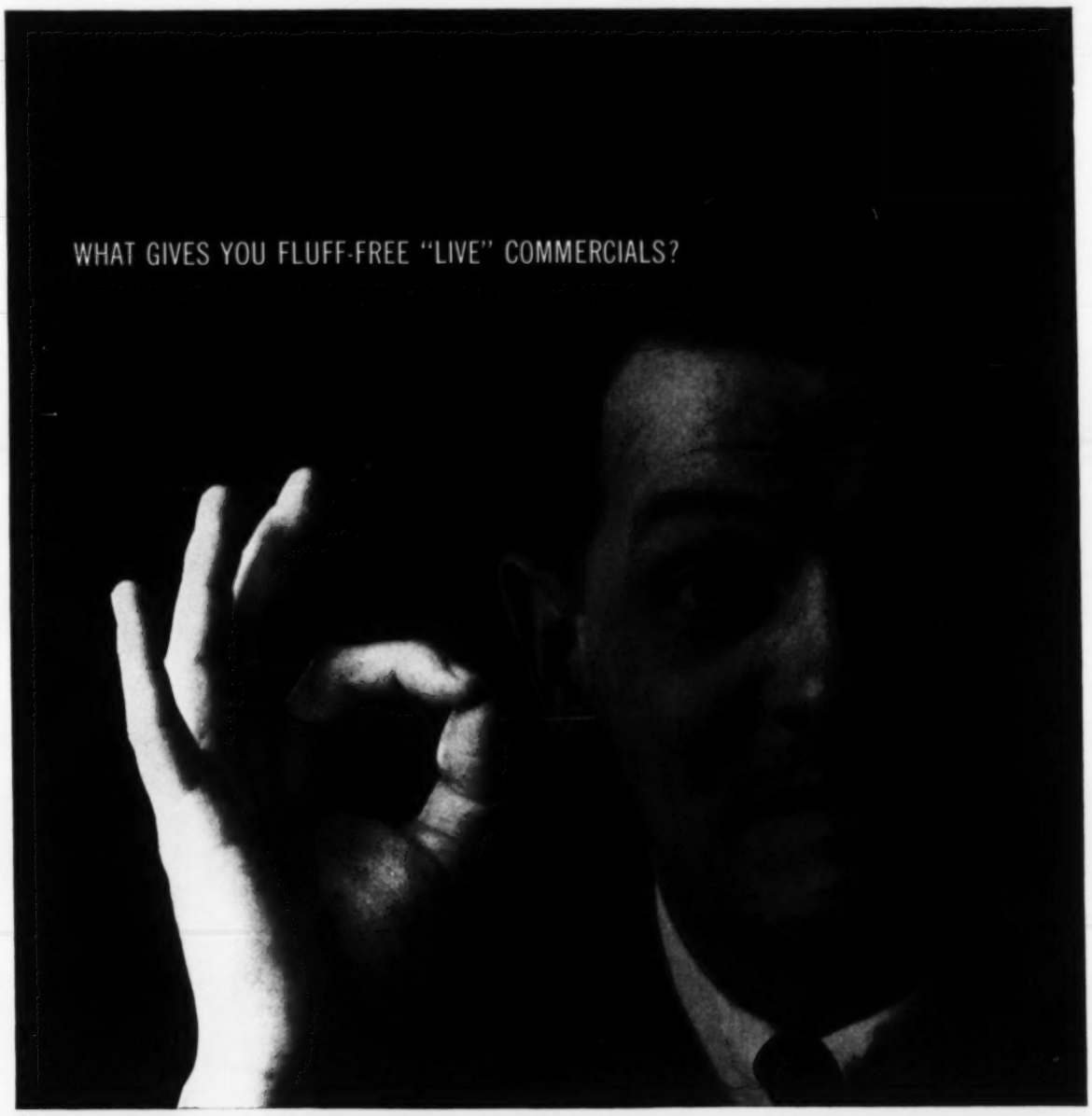
Columbus' industrial output tops 1.3 billion annually and is the product of hundreds of plants. Yet, less than 30% of her people are engaged in industry . . . the balance are in education, government, transportation and other "services". This means a solid, sound, buying economy . . . a healthy, potent ready market for you. You reach it all in The Columbus Dispatch that's read in four out of five homes daily, nine out of ten Sunday.

Attractive Optional Combination Rate With Morning Ohio State Journal Available

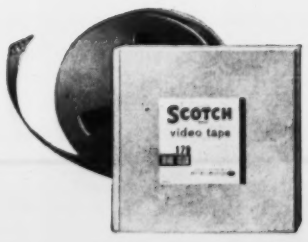
Representative: O'Mara & Ormsbee, Inc., New York, Chicago, Detroit, San Francisco, Los Angeles
McAskill, Herman & Daley, Inc., Miami Beach

Columbus has the buying power . . . The Dispatch has the selling power.

The Columbus Dispatch



VIDEO TAPE MADE ONLY BY 3M



Your commercial is live as life. It's spontaneous. Fresh. Clear. Even its lighting is that of a live commercial.

But—

No goofs. Not a chance.

And you know why: "SCOTCH" BRAND Video Tape. To date, the only tape to accomplish the miracle of sight plus sound —*accurately*. A product of the same 3M Research that pioneered tape recorded delayed broadcasts 10 years ago. Erasable, re-usable and without the time delay of film processing.

You can rely on "SCOTCH" BRAND Video Tape for fluff-free "live" commercials.

MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW

"SCOTCH" and the Plaid Design are Registered Trademarks of 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York. Canada: London, Ontario. © 1959 3M Co.

ACTIVISM!
Who's got it?

ACTIVISM!
What's in it for you?

ACTIVISM!
What is it?

Admiral Rejoins RCA on Color TV Battle Line as Makers Set '60 Plans

(Continued from Page 2)

paign has been planned so there will be a *Life* ad, an *SEP* ad or a "GE Theater" commercial every week. The emphasis will be on what the company calls the "Three big news—the new look, the new sound and the new control."

Co-op funds are administered by the distributors. Dealers will be supplied with a bulging kit comprised of ads, mats, radio-tv scripts, display ideas and material, promotion suggestions and point of sale ammunition. Young & Rubicam is the agency for the tv sets.

■ Radios and phonographs are in GE's housewares and radio receiver division, and are handled through Maxon Inc.

Radios and phonographs will be pushed through newspapers Sunday supplements, magazines, business papers and network tv. The ads will be built around a few sets—three at the most and sometimes only one.

Radios and phonographs will share the commercials on the "GE College Bowl" on CBS-TV. The magazine list will include *Esquire, Holiday, Life, National Geographic, The Saturday Evening Post, Sports Illustrated, Sunset Magazine*, and *Time*.

On the supplement list are *Family Weekly, This Week Magazine, Parade*, the First Three Markets Group and selected independents. National newspaper copy will run in 25 to 50 markets.

Advertising directed to the trade will run in *Chain Store Age, Electrical Merchandising, Home Furnishings Daily, Mart* and *Record & Sound Retailing*.

WESTINGHOUSE

■ Westinghouse Electric Corp.'s big push for radio and tv sets will start in mid-September with the introduction of the new line. All the national budget is going into network tv, and it will total more than $1,000,000 for the last four months of the year.

To get rolling in style, this division will have practically all the commercial time on the Sept. 14 "Desilu Playhouse" on CBS-TV. The commercials will be built around the general idea—"Designed for her. Engineered for him." A young married couple, played by Frances Rafferty and Dean Miller, will demonstrate the products, but the longtime Westinghouse spokeswoman, Betty Furness, also will help with the sell.

R. W. Johnson, advertising manager for the tv-radio division, said radio, tv and stereophonic high fidelity will get at least one commercial every week on the Westinghouse sponsored "Playhouse" from September through the rest of the year. The products will be advertised as the "Most beautiful furniture you ever watched" in the case of tv and the "Most beautiful furniture you ever heard" in the case of stereo record players.

Grey Advertising Agency handles this division.

■ Two types of local supporting advertising programs have been planned to meet the needs of department stores and other large key accounts, and small dealers. Large, high-style ads have been prepared for the use of the former, and smaller ads for the latter. The dealer kits will include scripts for radio and tv spots. Co-op funds are available for local use through the distributors.

Point of sale material will emphasize the "Designed for her, engineered for him" theme. Draperies will be provided to show off the attractiveness of the furniture.

A special record promotion is available for dealers who want to use it to help move stereo phonographs. Westinghouse has ordered three "libraries" of five stereo albums each from Westminster Records, for use as premiums. Each album will be sold to dealers for $8.50. Westinghouse thinks a free library of albums should help to boost stereo player sales; the albums retail at $29.90.

Westinghouse began getting its dealers in a fall sales mood with page ads in *Home Furnishings Daily* early last month. This daily series was climaxed Aug. 27 with a 12-page insert outlining the details about the new tv and stereo product and program. This insert was timed to coincide with the start of distributor new line open-house showings around the country.

EMERSON

■ Emerson Radio & Phonograph Corp., Jersey City, N. J., will use newspapers, magazines and outdoor to promote its 1960 line of television receivers, radios and stereo hi-fi equipment with the theme, "Emerson, American's best buy."

The heftiest portion of the budget—between $300,000 and $400,000—will be used in newspapers in 100 key distributor markets. Twelve big-space ads will run from the end of September through November to promote the entire new line.

Additional ads will be used in the *New York Times* in a few weeks to announce the opening of Emerson's new exhibition hall in New York. Teaser ads will be included in the schedule.

Close to $150,000 will be spent on a co-op basis in outdoor, beginning in September. Two posters will be available—one for new video sets and one for the new radio line.

■ One-quarter page ads will be run in the November issues of several leading magazines, but the schedule has not been set yet. The pre-Christmas ads will promote Emerson's new "911" transistor radio, said to be the first radio with nine transistors.

A radio and tv co-op budget will be made available to dealers. Extensive in-store promotional material, including banners, consumer folders and give-aways will be distributed.

Included in Emerson's line for the first time is an fm-only radio, which is available with a matching am receiver, designed for stereo listening. Called the "stereo twins," the units are also available in a combination am-fm radio with a separate speaker unit. Another first with Emerson is a remote control television set.

A completely transistorized tv set retailing at about $250 will be introduced in about four months, but advertising plans for the portable have not been decided upon yet. The transistor unit will have about a 17 "inch mark" screen, said to be larger than any-

MEMPHIS...
SECOND IN THE SOUTH
IN RETAIL SALES
PER HOUSEHOLD

Metropolitan Memphis sets a new high in total retail sales—now over ¾ Billion dollars. Total retail sales in the giant, 76-county Memphis market now at a new high of over 2 Billion dollars.

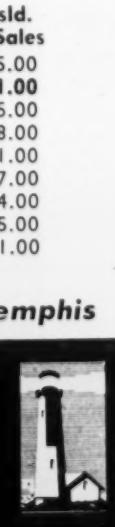
Here's how per household retail sales in Memphis metro area compare with the other 8 leading Southern cities:

RANK	Metro Area	Per Hsld. Retail Sales
1	Dallas	$4,945.00
2	**MEMPHIS**	**4,761.00**
3	Atlanta	4,625.00
4	Fort Worth	4,188.00
5	San Antonio	4,081.00
6	Houston	4,067.00
7	Louisville	3,954.00
8	New Orleans	3,755.00
9	Birmingham	3,631.00

Source: SRDS, May, 1959

You Get More When You Buy Memphis

THE COMMERCIAL APPEAL
MEMPHIS
PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS



the nation's 47th largest market!
Indiana's 2nd largest market!

reach it... SELL it... ONLY through
THE GARY POST-TRIBUNE
THE HAMMOND TIMES
REPRESENTED BY: BURKE, KUIPERS & MAHONEY, INC.

in DETROIT
you know where you're going
with WJBK radio
Sell 'em coming and going • Dominates Detroit, the "market on wheels"
Capture the home audience, too • Go BIG on the "Station on the go"
Go Saturation on special low cost multi-spot plan
Call KATZ for details • WJBK-RADIO IS Detroit
a STORER station

1960 LINE—*General Electric will launch its fall introductory ad campaign for its new line of electronic appliances with this color spread in the Sept. 21 issue of Life.*

thing available to date.

The agency for Emerson is Friend-Reiss Advertising, New York.

PHILCO

■ Philco Corp. will invest $8,000,000 in advertising this year to promote its appliances—a 20% gain over 1958, Max Enelow, Philco director of advertising and sales promotion, told AA. A total of $6,000,000 will go into national advertising with the remaining $2,000,000 slated for co-op ads, he said. He predicted that Philco would invest the same amount of money in 1960.

Philco will promote its 1960 line of laundry, as well as electronic, appliances in newspapers and magazines. The company will run junior spreads and pages in September issues of *American Home, Better Homes & Gardens, Ladies' Home Journal, Life* and *The Saturday Evening Post*. Large space b&w ads are scheduled to run in some 200 daily newspapers.

The laundry line also will be featured on a Sept. 12 telecast of the Miss America contest. Two laundry commercials will be used at that time, one on the Automagic washer and dryer lines and one for the Duomatic combination washer-dryers. Batten, Barton, Durstine & Osborn is the agency. A special Philco-Clorox (Procter & Gamble) promotion also is in the works. The Philco Duomatic washer-dryers will be featured on three tv shows sponsored by Clorox. All of the Philco Duomatics will come equipped with a bottle of Clorox.

MAGNAVOX

■ As part of its fall campaign for stereo units, Magnavox Co. will sponsor "Magnavox Symphony Hall," a musical program on fm radio stations in New York, Pittsburgh, Chicago, Detroit, Los Angeles, San Francisco, St. Louis, Boston, Philadelphia and Seattle. This will be the first time that Magnavox has used fm radio as an ad medium.

Magnavox is adding a series of portable 17" tv sets and two self-contained stereo phonographs (retailing at $79.90 and $99.99) to its regular line of appliances. The new items will be featured in junior spreads breaking in early September issues of *Life* and *The Saturday Evening Post*. Junior spreads in these magazines and

PUTTING OUR MAGAZINE EXPERTS ON YOUR STAFF—BUT NOT ON YOUR PAYROLL—GIVES YOU TOP MEN FOR A TOKEN FEE!

Association of Publisher's Representatives
70 East 45th St.
New York 17, N.Y.
85 members

APR

LA PRESSE
ROTOGRAVURE
gives you the
LARGEST CIRCULATION
in French Canada at LOWEST COST
• more color • greater readership

Make the test of a substantial advertising campaign (monotone or color) in La Presse Rotogravure and reap more sales at lower cost in this Three and a Half Billion Dollar Market.

LA PRESSE
HEAD OFFICE: MONTREAL, CANADA
U.S. REPRESENTATIVES: SHANNON & ASSOCIATES INC.

Photographed in J. Walter Thompson Company's Marketing Center. Versatile miniature supermarket provides a lifelike visual test ground for drug and grocery displays

New! World's smallest supermarket—
a time-saving, money-saving marketing tool

You can't walk into a supermarket and start rearranging shelves to see *how your new packaging looks and how it stands up against competition.* But in J. Walter Thompson's Grocery-Drug Marketing Center *we can—and do!*

• The Thompson Marketing Center is a mock-up of a supermarket.

The shelves, the gondolas, the drug section, the check-out counter are all just what you'd find in a *real* store.

From this Center have come such ideas as—a new simple shelf clip that can't be dislodged by customers. *A shelf rack so designed that it becomes the focal point of a whole store section.* A new way to present on-pack premiums.

The Marketing Center is a wonderfully convenient background for photographing. You can rearrange merchandise or displays to your heart's content. Shelves and gondolas are all movable. You don't have the trouble and expense of after-hours shooting, either, since you don't have to wait for *this* supermarket to close down for the day.

And as a conference ground, the Center is invaluable. Art directors and writers, account men and clients . . . all can see how a new package competes on a shelf, masses up in display. How premium offers come off. How effective a new display piece is.

This Thompson Marketing Center is one of many tools that help make marketing of grocery and drug products for our clients more efficient and predictable.

J. WALTER THOMPSON COMPANY
New York, Chicago, Detroit, San Francisco, Los Angeles, Hollywood, Washington, D.C., Miami

Look will feature the company's standard line.

■ Magnavox's higher priced sets will be advertised in b&w pages in *Newsweek*, *The New Yorker*, *Time* and *U.S. News & World Report*. Semi-technical page ads on stereo units will run in October, November and December in *Esquire* and *Holiday*. Page b&w ads highlighting the company's products and furniture will appear in *House Beautiful*, *House & Garden*, *Town & Country* and *Vogue* in October, November and December.

In the October issue of *House Beautiful*, Magnavox will participate in a four-page ad with Chickering pianos, Princeton Pouff rugs, Hydro-Pruf furniture finish, Marlite paneling, and Flexalum venetian blinds.

Marschalk & Pratt division of McCann-Erickson is the agency.

get the facts on
New York City's
new medium on wheels
OUTSIDE BUS ADVERTISING
Mass coverage of millions, or local showings in one or more of eleven different sections of the city. Phone John J. Woods (ULster 2-5000, Ext. 4768) for rates and availabilities.
NEW YORK CITY TRANSIT AUTHORITY
370 Jay Street, Brooklyn 1, N. Y.

ADMIRAL

■ Admiral Corp. will concentrate its advertising in magazines to promote its new line of color tv sets, seven-transistor portable radios, 23" tv receivers and stereo units.

Admiral announced that it will have a separate and limited dealer franchise program for the color tv sets. "Distributors will grant franchises for Admiral color tv representation only to those dealers who have adequate facilities for demonstrating, selling and servicing this high-ticket product," said Carl E. Lantz, Admiral vp of sales.

"We are seeking quality rather than quantity in dealers for marketing color television," Mr. Lantz said. The suggested retail list prices for the sets start at $595.

Starting this month and running through December, b&w pages and half-pages will run in *Ebony*, *Esquire*, *Field & Stream*, *Holiday*, *House Beautiful*, *House & Garden*, *Life*, *Look*, *National Geographic*, *The New Yorker*, *Newsweek*, *Saturday Review*, *Senior Scholastic*, *Seventeen*, *Sunset Magazine*, *The Saturday Evening Post*, and *Time*.

A campaign of spreads and pages in trade publications has already started. Admiral will use *Electrical Merchandising*, *Home Furnishings Daily*, *Mart* and *NARDA News*. The company also will participate in an extensive co-op campaign in newspapers. Henri, Hurst & McDonald is the agency.

RCA

■ Radio Corp. of America, locked in a tight battle with Zenith for brand leadership in the tv receiver market, plans to spend some $5,000,000 in the second half of 1959 to introduce its Newsmaker line of television sets, radios and stereophonic instruments. The bulk of this expenditure will back the tv receiver line.

RCA departed from industry tradition this year by introducing its line through local co-op advertising. Dealers and distributors, provided with a wide variety of co-op materials from RCA, began promoting the line in July. RCA will follow through in September with the start of a blockbuster campaign in national media.

The magazine budget has been expanded considerably. RCA will be using a total of 95 pages of advertising in some 15 books—most of it in color. Included in this schedule is one spectacular effort—a 14-page, four-color catalog of RCA products, scheduled for the Nov. 23 *Life*.

■ RCA will once again plug hard for color receivers, joined this year by Admiral Corp. To emphasize color television, the company will sponsor three new color shows on NBC-TV this fall—"Bonanza," "Sunday Showcase" and "The Moon & Sixpence." The last is a 90-minute special starring Sir Laurence Olivier, to be aired Nov. 20.

As a further push for color sets, RCA will run a four-color, three-page cover gatefold in the Sept. 21 *Sports Illustrated*, the magazine's annual football issue, featuring NBC-TV's expanded schedule of color programs.

Finally, to reach dealers and distributors, the company will be using 42 color pages in *Electrical Merchandising*, *Home Furnishings Daily* and *Mart*.

Kenyon & Eckhardt is handling the RCA drive for the last time. J. Walter Thompson Co. takes over the account Jan. 1 (AA, Aug. 24).

ZENITH

■ Zenith Radio Corp. told Advertising Age it would not announce its fall promotion plans for another week or two.

MOTOROLA

Motorola will open its campaign Sept. 14 with large space b&w ads in more than 300 newspapers. A total of 12 ads will run in each of the dailies over a three-week introductory period.

Spreads will run in September issues of *Life* and *The Saturday Evening Post*, and pages are planned in September issues of *Ebony*, *House Beautiful* and *House & Garden*. A 100% showing of 24-sheet posters in 150 markets is scheduled.

Motorola and Drexel Furniture Co. will conduct a joint promotion of half-page ads in September issues of *Sunset Magazine*, *The New Yorker* and *Time*. In October, Motorola will feature Drexel furniture in two 1,200-line ads in more than 300 dailies.

■ A vital facet of the campaign will be the dressing of 5,000 windows in retail stores by professional installers. The display material will be identical to ads being run in the national ad program. Only materials provided by Motorola will be used.

A campaign using the same newspapers and magazines will be run between Thanksgiving and Christmas. The theme of this push will be to give Motorola appliances as a Christmas gift. Leo Burnett Co., Chicago, is Motorola's agency.

Motorola Inc. will support the introduction of its 1960 line of electronic appliances with the largest advertising push in the company's history. Motorola is bringing out 29 new tv receiver models, including a 17" over-all diagonal set with a plated circuit chassis, which the company describes as the "most rugged and dependable receiver ever designed or built."

In the hi-fi and stereo phonograph lines, the company will market nine new console and four new portable models, plus three other models which will be encased in Drexel cabinetry.

Motorola also will sell ten models of radios, ranging in price from $14.95 (table set) to an am-fm tuner selling for $99.95. #

It's Batter Up, as Philco Unit Butters Up Salesmen

Chicago, Sept. 2—Philco Corp., with an assist from Bill Veeck, president of the Chicago White Sox, has dreamed up a unique way to get Philco retailers and their salesmen to attend an open house showing of the company's 1960 home laundry line of appliances.

Philco Distributors Inc., the Philco-owned distributor here, purchased 1,000 tickets to last night's game between the White Sox, current leaders of the American League, and the Detroit Tigers.

The program started at 5:30 p.m. at Comiskey Park with the retailers and their wives viewing an hour-long closed circuit telecast from Philco. Models of the entire 1960 line of Philco appliances were set up in a special area under the grandstand.

■ Following the telecast, dinner was served and prizes were given away. After the meal, the retailers adjourned to their reserved seats to see the ball game.

In order to get tickets to the game, the salesmen for the retailers had to meet a quota on Philco appliances.

To insure that the retailers would not play hookey from the telecast or the dinner, they were issued facsimiles of White Sox tickets, exchangeable for real tickets at the ball park. #

THE
313,999 RESIDENTS
WITH
A SPENDABLE
INCOME OF
$588,989,000
IN
LANSING
MICHIGAN'S
VAST, NEW
MARKET AREA
WILL
SEE... HEAR... AND
BUY
WHAT
YOU HAVE TO SELL...
ON
WILS
WILX TV
REPRESENTED BY
VERNARD, RINTOUL
& M'CONNELL

Hearst Advertising Service Inc.
announces the location of
its NEW OFFICES at
410 PARK AVENUE
NEW YORK 22, N.Y.
TELEPHONE PLAZA 2-0200
SEPTEMBER 14, 1959
National Advertising Representatives of:
NEW YORK JOURNAL-AMERICAN • THE CHICAGO AMERICAN • DETROIT TIMES • PITTSBURGH SUN-TELEGRAPH • ALBANY TIMES-UNION • BOSTON RECORD-AMERICAN-ADVERTISER BALTIMORE NEWS-POST-AMERICAN • MILWAUKEE SENTINEL • SAN ANTONIO LIGHT LOS ANGELES EXAMINER • SAN FRANCISCO EXAMINER • SEATTLE POST-INTELLIGENCER

VINCENT R. BLISS, *who resigned as president of Earle Ludgin & Co., Chicago, in May, has joined Campbell-Ewald, Detroit, as a vice-presidential assistant to Tom Adams, C-E president, "with the responsibility of expanding the agency's branch office services." He will divide his time between the Detroit and Chicago offices.*

Deere & Co. Names Gardner; Cites 'Conflict'

(*Continued from Page* 1)

vertising, Milwaukee, handles institutional and tractor and farm equipment advertising for Allis-Chalmers.

■ Asked why his agency would drop a $1,000,000 account for an $800,000 account, Mr. McGinnis declined to comment. However, AA learned that although the Deere company spends more money for advertising, an agency would probably do better financially with the Allis-Chalmers chunk of business.

Deere & Co. has maintained a large, well-staffed advertising department for many years which has completely produced most of the company's advertising. In past years, Deere had retained an advertising agency, primarily to receive the benefit of the 15% media discounts.

■ The agency did little more than place advertising for Deere, and the agency did not receive a full 15% commission for this work, a source close to the picture told AA. Critchfield & Co., Chicago, which became the Chicago office of KVPD last year (AA, May 26, '58), had handled the Deere account for more than 40 years. KVPD acquired the Deere account when it absorbed Critchfield.

Whether KVPD received a new compensation arrangement from Deere since taking over last year could not be learned. However, AA was told that Gardner will make more money on the Deere account than either KVPD or Critchfield did.

KVPD notified Deere of the conflict several months ago and asked the company to hire another agency. In addition to Gardner, Deere also heard presentations from Leo Burnett Co. and Waldie & Briggs, and also talked to several other agencies.

■ Gardner will begin billing on the Deere account Nov. 1, the start of the company's new fiscal year. Deere will be handled out of Gardner's St. Louis office.

Unaffected by the switch is the advertising for Deere & Co.'s Grand River chemical division, Pryor, Okla., which will continue to be handled by Locke Advertising Agency, Tulsa.

Deere will make full use of copy and art ideas from Gardner, and the agency will give full creative advertising counsel to the company, AA learned. #

Last Minute News Flashes

Minneapolis-Honeywell to Handle Asahi Cameras

MINNEAPOLIS, Sept. 4—The Heiland division of Minneapolis-Honeywell Regulator Co. has been named exclusive U.S. distributor for Asahi Pentax single lens reflex cameras. The cameras will be marketed here under the Heiland Pentax name. The Japanese-made cameras will be advertised with spreads in November issues of photography magazines. Other publications, including consumer, are expected to be added in 1960. Tool & Armstrong Advertising, Denver, is the agency.

Granco Maps Institutional Push for FM

LONG ISLAND CITY, Sept. 4—Granco Products, fm receiver maker, will launch a spot radio and Sunday supplements campaign in the New York area Sept. 21 promoting fm radio in general with the theme "fm gives you one-third more listening." The drive will enter other major markets next year. Robert Whitehill Inc. is Granco's agency, but Weiss & Geller, agency for the company's Granco sales subsidiary, is handling the New York area program.

Schwed Leaves Eureka-Williams to Join Grey

NEW YORK, Sept. 4—Warren W. Schwed, formerly with Eureka-Williams Corp., Bloomington, Ill., as advertising and public relations director, will join Grey Advertising Agency later this month as vp and manager of the public relations department. William Treadwell, who joined Grey from Leo Burnett Co. this spring, will be handling a special public relations assignment for the agency. A successor to Mr. Schwed has not been named.

Shifts on 'Charm' Ad Staff Follow 'Glamour' Merger

NEW YORK, Sept. 4—Street & Smith has made several shifts in *Charm's* ad department following the magazine's merger last week into Conde Nast's *Glamour*. Gordon N. Morford, formerly ad director of *Charm*, has moved to *Mademoiselle* as ad director, a new post. A. C. (Mike) Pearson, ad manager for *Mademoiselle*, has resigned and has been succeeded by Richard Walsh, formerly eastern ad manager of *Charm*. Mr. Morford said 14 of 16 former *Charm* admen have been moved on to other Street & Smith and Conde Nast books.

New Postal Rules Permit Use of Swatches

WASHINGTON, Sept. 4—New Post Office rules issued today authorized the use of swatches pasted to magazines and newspapers provided the swatch contains printed matter. Formerly, swatches were severely restricted. Adjustments also were made in rules on newspaper supplements, sample copies and advertiser proof sheets.

Peterson, Mahoney Leave Cunningham & Walsh

NEW YORK, Sept. 4—William J. Peterson, vp in charge of West Coast radio-tv at Cunningham & Walsh, has resigned. Mr. Peterson did not announce his future plans but is expected to return to New York. He had previously been a writer-producer for C&W in New York. Edward H. Mahoney, vp in charge of the radio-tv department in New York, has announced he would leave the agency to shift to the creative side of tv. He has not made his future plans known yet.

Maxwell House Boosts Thompson; Other Late News

• **Thomas S. Thompson,** formerly advertising and merchandising manager of the Maxwell House division of General Foods Corp., White Plains, N. Y., has been named national sales manager of the division. He succeeds Paul McGowan, who has been assigned to help set up the company's new distribution center at Jacksonville, Fla. Mr. Thompson, before joining GF in 1950, was an account executive at Foote, Cone & Belding. He will be succeeded as advertising manager of the division by M. C. Baker, formerly product group manager of Instant Maxwell House coffee.

• **Chas. Pfizer & Co.,** Brooklyn, has filed an official reply indicating determination to resist a Federal Trade Commission complaint issued May 14 against Pfizer for Sigmamycin. Complaint stemmed from a *Saturday Review* article hitting Pfizer for using fictitious doctor business cards in ads. (*For earlier story on further troubles for Pfizer from a SR article see story on this page.*)

• **Hood Chemical Co.,** Ardmore, Pa., maker of industrial chemicals and household cleansers, has named W. B. Doner & Co., Philadelphia, to handle its advertising and public relations. Pritchard, Daniels & Dreyer, Ardmore, was the previous agency.

• **Thomas J. Lipton** Inc., Hoboken, N. J., expects to reach a decision next week on the appointment of an agency to succeed Young & Rubicam on its tea account, with the finalists reportedly narrowed to Foote, Cone & Belding, Sullivan, Stauffer, Colwell & Bayles, and Doherty, Clifford, Steers & Shenfield.

• **Kurly Kate Corp.,** Chicago, manufacturer of metal sponges and filter elements, has named Schram Advertising Co., Chicago, to handle its advertising and public relations. Bozell & Jacobs, Chicago, is the former agency.

• **Advertising Federation of America** has appointed George T. Clarke, associate professor of marketing at New York University, as director of AFA's new bureau of education and research. He will continue with NYU. Mae Keenan, formerly secretary to C. James Proud, AFA president, is assistant director of the bureau.

• **Time Inc.** has announced new rates for *Architectural Forum* and *Fortune*. *Forum*, effective with its April, 1960, issue, will increase rates from $1,195 to $1,290 per b&w page. Average net paid circulation of 60,000 will be unchanged. *Fortune*, effective with its July issue, will increase rates from $4,500 to $4,840 per b&w page and will boost its guarantee from 315,000 to 330,000.

• **National Industrial Advertisers Assn.** members will be asked to ratify by Oct. 15 the reorganization program approved Sept. 2 by NIAA's board of directors. The program was passed in its main outlines by NIAA delegates at the June convention in San Francisco (AA, June 22).

• **Formica Corp.,** Cincinnati subsidiary of American Cyanamid Co., New York, has elected R. T. MacAllister, formerly Formica decorative products manager, as vp for sales and advertising. He succeeds J. A. Healy, who has been named assistant to the president.

'Saturday Review' Editor Blasts Pfizer for 'Misleading' Enarax Ads

NEW YORK, Sept. 3—John Lear, science editor of *Saturday Review*, this week dropped another bomb on Chas. Pfizer & Co., one of the nation's major ethical drug producers.

In a blistering attack in the Sept. 5 issue of the magazine, Mr. Lear accuses J. B. Roerig & Co., a Pfizer subsidiary, of unethical and deceitful advertising of the drug, Enarax, to doctors.

Mr. Lear demands that the Pharmaceutical Manufacturers Assn. take action against Pfizer. He also calls for a congressional investigation of all drug marketing.

"The sound bodies and minds of democratic people are too precious to be bartered over the prescription counter at the corner drugstore," Mr. Lear declares.

■ Earlier this year Mr. Lear charged Pfizer with misleading advertising of its antibiotic, Sigmamycin (AA, Jan. 19). This resulted in a Federal Trade Commission complaint against Pfizer, probably the first time in medical history that an ethical drug advertiser was so cited (AA, May 25). In this week's blast Mr. Lear reports that as a result of his complaint about Enarax the FTC has opened another investigation of Pfizer's advertising.

Enarax, a drug for the treatment of spasm of the digestive tract, was introduced by Roerig earlier this year. It is especially recommended for relief in peptic ulcer cases.

■ Roerig produced Enarax by combining two other drugs—Daricon, an anticholinergic, and Atarax, a tranquilizer. The burden of Mr. Lear's complaint is that in introducing Enarax, Roerig cited clinical case histories based on the use of Daricon and tried to pass these off as Enarax tests.

As proof, Mr. Lear reproduces part of a mailing piece Roerig sent to doctors. This ad for Enarax reports a "summary of cases after more than a year's testing." The summary shows 512 persons had been treated—448 successfully.

Mr. Lear points out that when this ad was mailed out, Enarax "had not been in use for even half a year." The *SR* editor goes on to show that Roerig later revised the Enarax promotion to show that the drug had been tested on only 150 persons.

■ To buttress his case, Mr. Lear quotes from various portions of internal memoranda circulated at Roerig. These show that Roerig's medical director, Dr. Martin A. Seidell, objected to the use of the Daricon data. Mr. Lear reports that Dr. Seidell later resigned from Roerig to take a position with another drug house [Editor's note: Riker Laboratories in California].

Dr. Seidell's resignation followed the resignation of Dr. Michael Carlozzi as chief of clinical medicine for Pfizer. Mr. Lear says Dr. Seidell was recommended to succeed Dr. Carlozzi but decided to leave the company "rather than leave himself open to further risk of his medical standing in a position of even greater sensitivity than his old one in relation to drug ads." #

Drug Men Hint Lear Article Inspired by Pfizer Competitors

NEW YORK, Sept. 4—The pharmaceutical industry greeted John Lear's newest blast with nervous silence.

The industry has been talking for several years now about the pressing need for a public relations program to upgrade the industry's public image, but no one was rushing to the ramparts this week to defend Pfizer or to say even that the case cited by Mr. Lear was not typical of drug marketing.

That is, the industry was not saying anything for the public record. Everyone was reading the Lear piece and ADVERTISING AGE found that many were quite willing to talk off the record.

■ In the face of the blockbuster attack against it, Pfizer itself was not saying anything. A company spokesman said, "We are studying the matter carefully."

The ethical drug industry is highly competitive and its members sometimes show their venom. Officials at two different companies suggested baldly that if ADVERTISING AGE did some checking, it would find that the *Saturday Review* articles were inspired by Pfizer competitors.

■ An executive of one of the industry's big producers said Mr. Lear seemed to be rather naive. "Lear must think doctors are morons," he said. "Doctors try out new products. If they don't work, they don't use them again."

William Douglas McAdams Inc., the agency which handled the Enarax introduction for J. B. Roerig, had no comment to make on the *SR* article.

However, one of McAdams' competitors was quite willing to go on the record. Dean Burdick, president of Burdick & Becker, said flatly: "This is good for the industry." Mr. Burdick, formerly a vp with McAdams, said articles of this kind may spur the industry to clean up its own house.

Another ethical drug agency, Paul Klemtner & Co., Newark, told AA that since 1953 it has been handling several medical products for Pfizer and "in that time it has been our experience that every piece of advertising copy has been carefully scrutinized by the Pfizer laboratories' medical department to assure its consistency with FDA requirements and with the findings of the clinical research on the product." #

Texaco Names Coogan, Apy to Ad, Promotion Posts

Texaco Inc., New York, has named James F. Coogan advertising manager and Raymond Apy, sales promotion manager. Mr. Coogan, who had been assistant advertising manager since 1945, succeeds Donald W. Stewart, who resigned in June following a "difference of opinion." Mr. Apy, who was assistant sales promotion manager since 1953, succeeds Jasper M. Gregory, who resigned recently.

James Coogan

Raymond Apy

Mr. Coogan and Mr. Apy will report to John H. Childs, who recently left Cunningham & Walsh to become Texaco's general manager of advertising and sales promotion, a new post.

Multer Calls OBA Plan 'Fraud'; Treasury 'for It'

(Continued from Page 1)

told the committee, the Treasury decided parts of a Donnelley brochure for OBA came too close to implying government endorsement and a letter was dispatched to Babbitt voicing the Treasury's concern.

Stressing the importance of advertising and publicity to the bond program, Mr. Baird, who is a banker by profession, said the entire bond program might be "endangered" if stamps could not be used in sales promotions.

■ He used the forum to reiterate the department's determination to rely on the help of business instead of seeking its own advertising funds.

"To do this job would require $25,000,000 to $50,000,000," he told the committee. That's a lot of money for Congress to put up. Beyond that, it is inevitable that if we spent that kind of money, we would be accused of spending it with people who are friendly to the administration."

■ Rep. Multer led off yesterday by reiterating that he regarded Own a Bit of America as "an advertising trick demeaning the dignity of the U. S."

Terming the project a "racket," he said only a very small percentage of the coupons would be redeemed, and that people would not achieve the savings which OBA advertising promised.

In particular, he stressed the small print on the OBA coupon which specifies the coupons can be redeemed only if a minimum of five are submitted at a time, and in multiples of 25¢. Noting that the offer expires Dec. 31, 1960, he estimated that a woman who uses a can of Bab-O every three months would only be starting on her fifth coupon at the time the deal expired.

Although the hearing had originally been planned for only one day, a second session had to be set for today so that Marshall S. Lachner, president of Babbitt, and Hamilton Mitchell, vp of Reuben H. Donnelley Co., could get in their case.

■ In his prepared statement, Mr. Lachner pictured the workings of the soap business. He said Babbitt, which does only $20,000,000 a year in sales, has to have imagination and ingenuity to compete with outfits like Colgate-Palmolive, where he was formerly sales manager.

"Essentially," he told the committee, "the soap business is the advertising business. You can practically predict the success of a soap product by the size of its advertising budget. There's a good reason why this is so. We may not like the reason, but the reason is sound.

■ "The soap industry is producing products for housewives [to] make their lives easier by making their jobs easier. A product that will wash a pair of blue jeans better than the next product has a good chance of success, if that product can be brought home dramatically and with sufficient continuing impact to persuade enough women of the truth of the proposition.

"But the difference in products are minute. One product may make clothes whiter, but how much whiter is white than white? It becomes a matter of the judgment of the housewives. Therefore, soap companies must capture the loyalty of women—they must advertise consistently and continuously to assure that loyalty." Advertising in the soap business involves more than space, he explained. It also involves sampling, couponing, 1¢ sales, half-price sales, and myriads of other deals.

■ "And behind that, there is the further expense of providing the retailer with extra incentive to put the product on his shelf. This, too, is reasonable. You may not like it, but it is reasonable. Today's supermarket operator has a major investment—almost half a million dollars in his store. He must get a return for every bit of his investment, every square foot. He, therefore, asks the question: What reason have you to believe that if I stock this product—or I cut down on shelf space on an established product to make space for it—that it will sell in quantity to the consumer and make it profitable for me?

■ "So we must increase his profit margin by offers of free goods—more money, in effect. We must give, for example, one case free with ten, or with five, or in extreme cases with three, and we must deliver the customer."

He said Babbitt stumbled on the New York subway coupon promotion when it was searching desperately for "something" that would give Babbitt consumer visibility—that would bring the products to the attention of millions of people without spending the millions of dollars that the largest companies spent as a matter of course."

Reaction of the grocery trade to the subway deal was so enthusiastic, he said, that the savings bond idea was the next step.

"Treasury officials saw no logical difference in terms of business between our giving the consumer 5¢ off the regular price and giving a 5¢ savings stamp," he testified. "They agreed with us that a U. S. savings stamp is every bit as good a bargain for the consumer as a plastic toy, a cardboard airplane or a Mickey Mouse salt and pepper shaker set."

■ The controversy over Donnelley's brochure for OBA was first revealed by Rep. Multer, who had received a copy of the protest which Max Factor & Co. filed with Treasury Secretary Robert B. Anderson.

Offering for the committee's inspection a copy of the Donnelley brochure, Rep. Multer complained, "All over the brochure you find symbols and emblems and references that cannot be dissassociated from the U.S. government and under the heading, 'Get on the Bandwagon Today,' the manufacturer is told, 'It is obviously to your advantage to have your products bearing this symbol on the grocers' shelves as promptly as possible.'

■ "Take the folder in your hand in the form in which you take it out of the envelope in which it is mailed," he continued. "How can you help but be impressed that this must be a piece of government literature. Open it up, and the first thing that catches the eye is a picture of the U.S. Capitol in Washington, D. C."

"This whole piece of literature is designed and actually does perpetrate a fraud upon the American public in misrepresenting that the U. S. government is behind this program and approves this demeaning, unethical and undignified advertising scheme. I repeat, racket is a better word."

■ Since the OBA plan is being offered to hundreds of companies, including Babbitt competitors, a copy of the brochure had been distributed to Max Factor, which has a hair spray in competition with Babbitt.

"It would seem to us," the Factor organization said in its letter to Secretary Anderson, "that there is something improper in the concept of this plan in that it seems to put the government into partnership with private firms in the advertising, promotion and sale of their products.

"We do not know whether this violates any federal law but do not wish to be placed at a disadvantage through our failure to participate if other firms, with which we are in competition, will be able to do so with immunity.

"Therefore we seek your advice as to whether the Own a Bit of America promotion is in fact supported by the Treasury Department."

■ Subsequently, Under Secretary Baird reported a letter had gone to Donnelley reporting that the Treasury is "disturbed" by two paragraphs in the brochure which could be interpreted to imply government sponsorship.

The under secretary noted that Donnelley agreed before the OBA promotion got under way that advertising to the public would be cleared with the Treasury. In the letter to Donnelley, the Treasury said it felt the Donnelley brochure represented a "partial violation" of the agreement.

A reply from Donnelley, also read by the under secretary, conceded that some of the language in the brochure might imply government endorsement, but assured the Treasury this was completely unintentional. The letter pointed out that in any event, Donnelley representatives had been told that they must not imply that OBA has government support.

The letter noted that distribution of the brochure has already been completed. It said that in the future all materials will be submitted for Treasury review.

■ Under Secretary Baird told the committee literally thousands of business promotions have used savings stamps as premiums, but that OBA is the biggest and best organized.

He said OBA's effort, including its ad in the current *Reader's Digest*, yields tremendously valuable publicity for the savings bond program.

One committee member suggested that Treasury's experience with Donnelley indicates legislation may be needed to regulate mention of savings bonds and stamps in ads.

The under secretary dismissed the incident as an isolated event. He said, "No one is more interested in the Treasury's good name than we are. If this kind of thing were to occur very often, we would be the first to come and ask for a law." #

It's easy to save now...
Save for the future
Own a bit of America
Tear off FREE
Look for this seal
Own a bit of America
U.S. Savings Stamps FREE
On B.T.Babbitt lne products

B. T. Babbitt Products Build Savings For You

SAVINGS—*Babbitt's ad on the back cover of the current Reader's Digest, includes coupon redeemable for a 25¢ savings stamp. Babbitt head, Marshall Lachner, said, "This single piece of advertising, delivered to 12,000,000 homes on behalf of savings stamps, cost B. T. Babbitt $118,000."*

U.S. Set to Crack Down on Weight Reducer Drugs

(Continued from Page 1)

pressing effect, and that it is also prepared to argue that there is no proof benzocaine will "anesthetize the taste buds" or the "hunger mechanism" of the stomach.

■ Food & Drug Commissioner George Larrick, who participated in the press conference, said that it is conservative to estimate that overweight Americans "are fleeced of $100,000,000 a year in their purchase of spurious diet aids and useless mechanical devices."

He reported that inspectors for the Food & Drug Administration are under orders to move against all weight reducers which depend solely on phenylpropanolamine or benzocaine. Other combinations of ingredients are also being investigated, he said, but any report of these investigations will have to wait until additional clinical evidence is received. He identified Regimen as a product requiring more study.

■ FTC's director of investigation, Sherman Hill, told Advertising Age that the results of the special tests which FTC is sponsoring are beginning to come in, and that the commission should soon be in a position to move.

■ Under the long-standing agreement between Food & Drug Administration and FTC, FDA acts in cases where it finds false labeling. The Federal Trade Commission concerns itself with advertising. The Post Office Department also enters the picture with fraud orders against what it regards as useless products which are promoted by mail.

■ In July, the Food & Drug Administration obtained a temporary restraining order in a case involving alleged misbranding of RX 120, a phenylpropanolamine product shipped by Wilson-Williams Inc., Tuckahoe, N. Y. FDA also has made seizures of Trim reducing aid cigarets, Slim Mint, a benzocaine product of Thompson Medical Co., New York, and Slim Drin, a phenylpropanolamine product of Richlyn Lab., Philadelphia. These cases are pending in court.

■ The current roster of the National Better Business Bureaus lists about 27 products which involve the chemical combinations cited by Secretary Flemming. Among the more widely advertised are: Du-Dol Reducing Cocktail (Anderson Pharmacal Corp.) and Hungrex (Allegheney Pharmacal Corp.), both cited in Federal Trade Commission complaints on July 16, 1959; N-D 17 (Fisk Research Inc.); Seven Day Reducers (Staz-Set Inc. controlled by David L. Ratke); Leen Capsules (Ray Drug Co.); Dexapro (Cal Tex Distributing Co.); Trim'n Slim (Success Chemical Co.); Reduca-Caps (Central States Labs Inc.); Easy Slim (Arkansas Sentinal Laboratories Inc.); Reduceall (Promotional Service Co., Nashville); Curb-Wate (Curb-Wate Co., a subsidiary of American Dietaids, Yonkers), and Odrinex (A & M Sales). #

Sawyer-Ferguson, Lake Shore to Hold R.O.P. Color Meeting

(Continued from Page 1)

some strong resistance earlier this year when the organization asked some 75 suppliers of newspaper color equipment to kick in $15,000 apiece to help finance the event (AA, June 8).

Later, the Bureau of Advertising, American Newspaper Publishers Assn., said it would sponsor a seminar on national newspaper advertising on Sept. 29, and that the color conference had "been postponed to avoid conflict with the seminar." #

Rambler Hits Back at Big Three Small Cars

(Continued from Page 1)

of the new Corvair, Valiant and Falcon "was prompted, not by foreign car sales, but by direct competition from American Motors," according to Roy Abernethy, vp in charge of marketing and distribution.

"During the model year just ending," Mr. Abernethy told the dealers, "Rambler outsold the leading six foreign small cars, including the Volkswagen and the Renault. Our intention to outsell in the compact car field, taking sales away from the so-called medium price models of the Big Three, is what prompted their invasion of this field."

■ The company's new model ad campaign will break Oct. 14, with full page ads in daily newspapers in all major markets, followed by 1,750-line ads and color pages in newspaper supplements.

"In addition," Mr. Adams said, "There will be four-color two-page ads in *Life* and *The Saturday Evening Post* and on the two pages following these ads we will have another spread."

Color pages will also be used in all of the weekly news magazines, *Reader's Digest* and *Look* and in *McCall's*, *Ladies' Home Journal* and *Good Housekeeping*.

■ Cost of the *Post* and *Life* ads, Mr. Adams told the dealers, will be in excess of $300,000.

The campaign also will involve 20 spots on "Monitor" (NBC Radio) each weekend, plus three weeks of the "Monitor" evening programs. A pre-Christmas push will see Ambassador, American and Rambler models promoted on 201 radio stations in a three-week spot campaign.

"We will also use spots on 197 television stations in 89 major cities," Mr. Adams said, "as well as direct mail and a color motion picture, which will be made available to dealers."

■ Mr. Romney predicted that American Motors "will get 8% of the total auto industry sales in 1960. This will mean more than 500,000 of our cars sold, as compared with 374,320 in 1959."

This goal, Mr. Adams said, will equal the total 1960 import volume of foreign cars and will reflect the fact that "The American car buyer is reaching maturity after an adolescent love affair with size, power, chrome and gadgets."

■ "Rambler," Mr. Romney declared, "spearheaded a revolution in car production, but in 1955 our competitors ignored us. Two years ago they explained us away as children of the recession . . . now they imitate us, and their imitation will help us to Ramblerize the nation."

U.S. Small Cars More Palatable to Macfadden Panel

(*Continued from Page 2*)

small car market.

The survey report shows that feelings toward American-made small cars are 38% favorable, 19% unfavorable and 43% neutral. Feelings about foreign-made cars are almost the reverse: 18% favorable, 38% unfavorable and 44% neutral.

Among those with feelings against imported cars, the largest single group (34%) cited political convictions (i.e., "buy American"). The main reason why those who favored American-made small cars did so was that they felt they are more economical to operate than imported cars.

■ The Macfadden study strongly indicates that wage earners have a rather hazy idea of what this small car business is all about.

When asked to tell which American-made cars fall in the "small" or "compact" class, 79% mentioned the Rambler and 52% mentioned the Lark. However, when asked specifically if they have ever heard of the Rambler or Lark, 82% said they had heard of both and another 11% said they have only heard of the Rambler.

"This indicates," says Macfadden's report, "that most wage earners know these makes," but a sizable proportion do not think of them in terms of "small" or "compact" cars.

The wage earners also don't associate smaller cars necessarily with lower prices, says Macfadden. "One-third (34%) feel that Rambler and Lark are in the same price bracket with Ford, one-third (32%) put them in a class with Chevrolet and one-fourth (28%) say they are competitive price-wise with Plymouth. Some even rank them along with Dodge, Edsel, Pontiac, Hudson and Jaguar as far as price is concerned."

"Only 18%," says the report, "feel that Rambler and Lark are competitive with Volkswagen or Renault on a price basis."

■ Wage earners as a whole are still not very well sold on the small car idea anyway, the report indicates. "The most important things wage earners feel they want to know before deciding between a standard size or smaller car are gas mileage, repair costs, initial price, safety, workmanship and riding quality." And "in the opinion of wage earners, small car manufacturers have not met as many of these specifications as standard car manufacturers."

Specifically, the report says, the wage earners concede that small cars offer most in gas mileage, operating economy and workmanship, but they rate standard cars best for "easy and inexpensive repairs," safety and riding quality. Other areas where they rate smaller standard cars as better than the smaller ones are in roominess and trade-in value.

WRITERS SEE LITTLE CARS GETTING 33% OF '60 SALES

DETROIT, Sept. 1—Roughly one-third of the passenger cars purchased by the American public in the calendar year of 1960 will be in the brand new "compact" classification, according to combined estimates of more than 100 automotive writers from major daily newspapers and magazines.

These men made individual guesses at the invitation of George W. Romney, president of American Motors Corp., at a press preview of American's 1960 Rambler line in Detroit Aug. 25.

The average figure for 1960 compact car sales (not production) arrived at through the 106 guesses submitted, was 1,930,350. Most of the automobile executives questioned so far have agreed that an over-all passenger car figure of 5,900,000 for the 1960 calendar year period seems reasonable. Mr. Romney did not differ from this round estimate.

■ Cars included in the scope of the editors' estimating were Chrysler's Dart and Valiant, Ford's Falcon, General Motors' Corvair, Studebaker-Packard's Lark, American Motors' Rambler and all foreign-made passenger cars selling at less than $2,500, which would probably cover 90% of the total foreign sales.

Differing from some General Motors vps who have said foreign car markets will suffer more than the U. S. medium-priced group from the expanded compact car sales effort, Mr. Romney said flatly he felt the medium car makers are the ones who will feel the pinch.

■ Mr. Romney also said the "bite" of the total market he is envisioning for the compact field (around 30% in 1960) will increase to 60% by 1965. Figures for the first six months of the present year show 15.6% of industry sales were in the compact field.

Merchandising commentators in the automotive field have indicated the coming year will bring intensive use of all sales promotion aids on a larger scale than heretofore. One Chrysler spokesman last week spoke of the "discretionary dollar" loose in the market place, or the dollar available for spending for products and services after basic necessities have been satisfied.

Harry E. Chesebrough, general manager of the Plymouth-De Soto-Valiant division of Chrysler, told a sales personnel meeting that the one to move out in front will be the one who practices the most aggressive, alert and original sales tactics.

■ "We not only have to face added competition in our own industry," Mr. Chesebrough said, "but also from makers of boats, hi-fi equipment, aircraft and other products exotic in nature."

He pointed out most of the "discretionary dollars" are in hands of the $7,500-and-over income group and said rapid growth of number of persons in this bracket is making it increasingly important to the merchandising plan makers.

Foreign car sales of passenger cars in the U. S. are expected to end the year at around 500,000 and probably will stay close to steady for 1960.

Some spokesmen for the medium-price makes have predicted a slight recession, due to the compact cars. Mr. Romney does not share this belief. He believes the foreign car makers will hold their own. #

Johns-Manville Sets 'Fall Fix-Up Festival'

Johns-Manville Corp., New York, is kicking off a promotion aimed at dealers and do-it-yourselfers, "Fall fix-up festival," with a page in the Sept. 7 *Life* and September *Better Homes & Gardens* to be followed by a four-color spread in *Life* Sept. 21. In the spread, Mrs. Margaret Priebe, new Mrs. America, tells how home "fix-uppers" can insulate an attic, nail up sidewalls, cover a floor with tile and put up an acoustical ceiling.

Dealer participation will be triggered by a broadside for lumber companies and promotional aid for dealers. J. Walter Thompson Co. is the agency.

Barista Doyle Morano Kling

BEANS, ANYONE?—*Mapping massive sale of Morton House beans are Mrs. James Barista, Shop 'n Bag co-owner; J. Stuart Doyle, Compton Advertising; John Morano, a food broker, and Harvey Kling of Otoe Food.*

Bostonians Note! Nebraska Beans Get Windy City Buildup

CHICAGO, Sept. 2—What is believed to be the largest (in units) display of a food product ever set up in Chicago has been on the floor of a retailer here for the past ten days promoting Morton House beans.

The Shop 'n Bag supermarket has a display of about 1,000 cases of the beans. At 24 cans per case, and about 740 beans per can, this comes to something like 17,760,000 beans.

■ The stunt was dreamed up by Mr. and Mrs. James Barista, owners of the store. To dramatize the cook-out possibilities of beans, the Baristas have set up a grill at the display to heat and serve the beans during peak shopping periods.

The 1,000-case display, which is built right up to the ceiling, features a custom-design tumble display that holds 27 cases in a wire storage column and feeds individual cans down into four tumble bins for easy access for customers. Creative Displays Inc., Chicago, built this part of the display.

Special prices are helping to move the stock. Shop 'n Bag is offering the beans, normally sold for 25¢ a can, at two for 39¢, five for 95¢ and a case for $4.49.

■ While the display idea was originated by the store, it was timed as part of a Labor Day weekend Beans 'n Burgers promotion of the beans being run by Otoe Food Products Co., Nebraska City, Neb., maker of the beans, throughout its midwest marketing area.

Otoe's program, backed by newspapers and tv, involves display kits to help retailers feature Morton House beans as part of a related items display of cook-out products—hamburger, ketchup, mustard, buns, etc.

Compton Advertising, Chicago, handles Otoe. #

Auto Accident Kills Presper, Cannistraro of Donnelly Company

WELLS, ME., Sept. 1—Stewart H. Presper, 50, and Nicholas Cannistraro, 47, both executives of John Donnelly & Sons' Donnelly Electric & Mfg. Co. commercial sign division, Boston, were killed in an auto accident on a turnpike here today.

Mr. Presper, a vp and general manager of the sign division, died almost at once when the Jaguar in which he and Mr. Cannistraro were riding slammed into the rear of a parked Navy truck. Mr. Cannistraro, a division salesman who was driving at the time, was dead on arrival at a Portsmouth, N.H., hospital.

Mr. Presper, a resident of Wakefield, Mass., had been with Donnelly Electric since 1932. Mr. Cannistraro, a resident of Waltham, Mass., had been with the company for 15 years.

MARGARET COBB AILSHIE

BOISE, IDA., Sept. 1—Mrs. Margaret Cobb Ailshie, 76, publisher of the *Idaho Statesman*, died here Aug. 26 after a long illness. She became publisher in 1929, when her father, the late Calvin Cobb, died. Mr. Cobb bought the *Statesman* in 1889. It publishes both morning and afternoon editions.

MRS. JESSIE DREUTZER

CHICAGO, Sept. 3—Mrs. Jessie deBoth Dreutzer, 58, food columnist and former director of a cooking school for the *Chicago Daily News*, died Aug. 30 in Presbyterian-St. Luke's Hospital.

A syndicated columnist of "Jessie's Notebook," Mrs. Dreutzer was the author of "Household Encyclopedia," a housekeeping guide, and at one time had her own television cooking show for the American Broadcasting Co.

CHARLES IRVIN BOYNTON

PHOENIX, Sept. 3—Charles Irvin Boynton, 90, former publisher of the *Western Livestock Journal*, died at his home here Aug. 22.

LOUIS B. DUFF

WELLAND, ONT., Sept. 3—Louis B. Duff, 82, former publisher of the *Welland Tribune*, died here Aug. 29. Mr. Duff owned the *Tribune* for 30 years; he sold it in 1927.

Wheaties Stays with Sports

Wheaties will again sponsor a heavy schedule of sports programs on tv this fall, purchased through its agency, Knox Reeves Advertising, Minneapolis. The schedule includes 15-minute pregame shows preceding the World Series telecasts on NBC. Similar shows will be sponsored by Wheaties, also on an alternate basis, prior to National Collegiate Athletic Assn. college football telecasts on NBC, as well as professional football games on CBS.

Waldie & Briggs Names Two

James H. Bolt, exec vp of Waldie & Briggs, Chicago, has been appointed to the additional post of public relations director of the agency. The agency has also appointed George S. Chappell, formerly with Olson Designers and Arthur Andersen & Co., Chicago art studios, to the design staff of the art department.

Joins Creative Promotions

Rudolph Marshack, formerly with Sande Rocke & Co., has joined Creative Promotions, New York sales promotion company, as art director.

Sheaffer-Scholastic Contest Reaching 'The Most' Market

FORT MADISON, IA., Sept. 2—W. A. Sheaffer Pen Co. has found, and is holding on tight to, an impressive technique for reaching one of its most lush markets.

The market, lush both in present and future terms, is composed of writing-prone youngsters from sixth grade through high school, plus their teachers and principals.

The technique is the annual Scholastic Magazines Inc.'s writing awards competition conducted by Scholastic Magazines Inc. and sponsored by Sheaffer. Sheaffer this year rounded out its fifth consecutive year with the contest.

The contest itself is now in its 35th year and is firmly established as a regular activity in pre-college English classes. Before Sheaffer picked it up, the contest was sponsored regionally by different newspapers.

■ The contest, which draws attention throughout the school year at its various stages, is divided into two divisions—for grades 10 through 12 and for grades six through nine. Senior division entries can be short stories, poetry, informal essays or sketches, formal essays, expository works or dramatic scripts. The junior entries can be essays, poetry or short stories.

The judges are outstanding writers or educators like Alistair Cooke, Winfield Scott, Harland Manchester, Gladys Schmitt and Eudora Welty. The prizes awarded are cash, symbolic keys, certificates—and Sheaffer pens.

Sheaffer's outlay for the contest this past year included $1,025 in cash—just under one-third of the $3,675 given out (Scholastic Magazines foots the rest)—plus 240 Sheaffer Skripsert pens.

Participating in that contest were some 150,000 students from about 1,500 schools throughout the U.S. and Canada. In terms of the market reached, this means 1,500 principals and about 4,500 teachers, all of them adults who do a good deal of writing. The 150,000 students who entered the contest constitute not only an existing market to some extent but promise to be a good market in the future, especially at graduation gift recipients.

■ Persuasive testimony that Sheaffer is making a strong impression on this market comes from the barrage of letters the company gets every year as the contest ends, not only from the pen recipients but from their teachers and principals.

There's an extra factor here that might inspire some Sheaffer ad copy. For example, one young lady in Falls Church, Va., the winner of a pen in the last contest, wrote the company a thank you note and closed it with this "singing" thought:

"A pen is a necessity; a good pen is an asset; but a Sheaffer pen is 'the most'." #

Videotape Service Bows

A new company, National Videotape Service, has been formed in Hollywood, with offices at 1000 N. Cahuenga Blvd., to produce taped commercials and programs, with both interior and remote facilities. The head of the company is Harold S. Marienthal, formerly in charge of the western television division of National Screen Service.

Klores Joins Wunderman

Samuel C. Klores, formerly vp of William Von Zehle Co., has joined Wunderman, Ricotta & Kline, New York, as vp and account executive.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1959 47,344

HELP WANTED

CHICAGO BUSINESS PAPER SPACE SALESMAN

Sales opportunity with well-established multiple paper publisher. Assignment to Chicago area sales staff. Experience with agricultural advertisers valuable. Send complete resume to W. E. Lingren at: **THE MILLER PUBLISHING COMPANY P.O. Box 67, Minneapolis 40, Minnesota**

TIME SALESMAN FOR MIDWEST CLASSICAL MUSIC STATION. SALARY OPEN
Box 2869, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART DIRECTOR
For Mid-Ohio Agency
An outstanding opportunity with a future for a young, but experienced working art director. Must have well-rounded background in all phases of advertising art with emphasis on creative layout. Send complete resume and salary requirements to **Central Advertising Agency, Inc., 111 W. North St., Lima, Ohio.**

EXECUTIVE SALESMAN NOW SELLING AD AGENCIES and/or SUPERMARKETS
Exclusive representation in major markets available for sales representatives with heavy advertising and supermarket experience.
We want self-starters who can sell an exciting new (but proven) point-of-purchase product to supermarket chains that has tremendous appeal to advertisers.
Apply only if you are qualified to earn $25,000 plus per year. Send complete resume of experience and performance. All replies will be held in strick confidence.
Box 2871, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART DIRECTOR - LAYOUT
Ability to render crisp, vigorous layouts a must. Originality, coupled with merchandising sense and imagination important. Must be capable of supervising 3-man art dept. Solid exp. in all print media and collateral necessary. Expanding Chicago ad agency. Salary open . . . plus bonus. Write fully, state present affiliation, past positions and salary requirement. Confidential.
Box 2872, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE
publicity ..... editors
advg. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist, which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

PR ASSISTANT for advertising department, division national equipment manufacturer near Chicago. Must be self-starter with minimum three years experience in industry or agency. Degree preferred, but will consider equivalent experience. Plenty of growth opportunity. Send resume and salary requirements.
Box 2873, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SUCCESSFUL N.Y. BOOK PUBLISHER offers partnership opportunity to mature sales promotion writer and administrator. Send complete resume.
Box 2875, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ADVERTISING ASSISTANT
Leading farm equipment manufacturer has opening for bright, young advertising assistant. We offer pleasant working conditions, all benefits, unlimited advancement opportunity. We require young man to prepare sales literature intelligently, handle trade shows and fairs, create promotions for our dealer network. This job requires administrative ability as well as creative ability and is challenging because it is not routine. Located just outside New York area. Starting salary to $6,000. Must have advertising experience on manufacturing level with background or knowledge of agricultural industry. Send resume and letter telling about yourself to:
Box 2874, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

HELP WANTED

WRITER—ADMINISTRATOR
Advertising Division of National Steel firm is looking for that rare combination —fluent writing skill plus the ability to guide and evaluate the work of others. Fine career opportunity offered for such a man in Industrial Advertising and Public Relations. Work experience required, send resume attention Mr. Edgren and have work samples available.
JOSEPH T. RYERSON & SON, INC.
2558 West 16th Street, Chicago

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

ADVERTISING SALESMAN
Top national consumer magazine has opening in St. Louis office covering mid-western territory. Selling experience required. Send resume in confidence.
Box 2878, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER'S OPPORTUNITY
Agency with a history of sound and healthy growth offers a capable copy man plenty of opportunity to move ahead in a hurry. If you're a facile writer of all kinds of advertising for both consumer and industrial accounts, you may well find this to be that job away from a big city that you've been hoping for. Anyway, we'll welcome your resume and statement of starting salary required. Write
Box 2876, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

LAYOUT/ART DIRECTOR
Young, with 7 yrs. company & agency exp. Collateral, trade, consumer media.
Box 2838, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE-LANCE COPY/LAYOUT MAN
serves Metropolitan N. Y. area.
Box 2860, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

Sales Promotion and Merchandising Minded young man, age 33, single status, college, business sales and merchandising background, desirous of a position opportunity either with a business or trade publication, space sales rep, or advertising agency, in merchandising and marketing field. My specialty is the food field. Ambitious, alert and aggressive. Region preference: Chicago and Midwest.
Box 2879, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE SPEAKER
Do you need a thoughtful, convincing speaker in your organization—one who is also an able executive? This man excels at prepared, formal presentations to top executives. He is employed with an advertising agency in media. At 33, with an excellent background, he would like now to advance his cause. In so doing, he would advance yours in a very fine way.
Box 2880, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADV.-SALES PROM. MGR.
Seeks challenging opportunity. Self starter with exp. in all phases of Adv. and Sales Promotion - consumer and industrial. Knows marketing. Creative, personable, University grad, mid-thirties.
Box 2882, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE-LANCE of COPY/LAYOUT
two highly experienced men—Chicago area.
Box 2881, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXHIBIT MANAGER
10 years design and administrative experience with industry. Proven ability of programming, budgeting, exhibit evaluation, art direction, corporate identity. Age 33, family.
Box 2888, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

COPYWRITER (employed). Available for free lance assignments. Indstl publicity, Ad copy, sls prom. mtl.
Box 2883, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ADVERTISING SPACE SALESMAN
Experienced trade publ.—for Met. N.Y. area.
Box 2884, Advertising Age
630 Third Ave., New York 17, N. Y.

BOTTLED BRAINS UP FOR GRABS!
A roll-up-the-sleeves kind of creative thinking female with 8 good years of know-how, both agency and retail. A whizz at gimmicks, promotions, angles. Single, 33, fashion conscious, a real hard lines and direct mail "brain".
Box 2885, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WRITER, 25, seeks post in publishing firm. 3 years copy & PR experience. Has published own successful manual. Space buyer, but no production, please. Small easy-going publisher who is interested in all-around $100/week man would be ideal. Good editorial judgement, writing ability. B.A.-journalism. Main interest: history, how-to-do-it, humor, reference books. For free copy of my $1.00 book and resume, write
Box 2886, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

AD MANAGER
Young, personable, hard worker. College grad, vet with 5 yrs of well-rounded adv experience on home appl, travel, auto and indl accts with both manufacturer and large 4A agency. Contact, merch, copy and market research. Will relocate but prefers East Coast.
Box 2887, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

1 WORD IS WORTH 1,000 PICTURES
Pictures attract . . . words sell! Fat, buttery words; wormy, squealy words; crunchy, brittle words; sullen, scowling words. Words like mother . . . sunset. Words—may I have a few with someone seeking a copywriter?
Box 2889, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

AD - SALES PROM. MGR. OR ASS'T.
College grad, age 38, experienced in graphic arts and ad media as ass't. ad prom. mgr. for major oil company. Presently fine printing paper salesman. Pittsburgh metropolitan or county areas preferred. Other areas considered.
Box 2890, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ACCOUNT EXECUTIVE
Heavy food background handling top accounts in meat packing, baby foods, and dairy industries. Young (30), exp. 2 top AAAA agencies, self starter with proven record. Salary bracket—$14-$16,000.
Box 2891, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois.

MEDIA DIRECTOR OR ASST. TIME BUYER, SPACE BUYER
Male, 32, single, in Los Angeles, willing to relocate. Heavy exp. all media, consumer & industrial accounts, local & natl. agencies. Market research & analysis a specialty. Send for resume.
Box 27 R 437, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

ART DIRECTOR—working variety Capable creative AD with over 15 years experience. Fresh imaginative layouts for consumer, industrial, collateral. Excellent supervisory ability and production knowhow. Salary $11,500 minimum. References.
Box 2896, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES PROMOTION
PUBLIC RELATIONS (EXEC LEVEL)
Highly experienced point-of-sales materials, press releases, brochures, mailing pieces; initiate new programs, plan promotion meetings, supervising small and large budgets; **I Am Accustomed To Conceiving And Executing!**
Box 27 R 229, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

REPRESENTATIVES WANTED

Official National Motor Club Association publication seeks Midwest and Eastern Rep. Published Quarterly and catering to select readership. Send Replies to 550 W. Washington Blvd. Chicago 6, Illinois

REPRESENTATIVES AVAILABLE

PUBLISHERS REPRESENTATIVE
NEW ENGLAND
Experienced representative. Travels all New England. Industrial and consumer experience. Excellent connections. References. Write:
Box 2892, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

BUSINESS OPPORTUNITIES

PRESTIGE ADDRESS
Prime Michigan Ave., office space to share with established PR firm. Ideal for single practitioner servicing a sound account or two.
Box 2995, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANT TO BUY TRADE PUBLICATIONS
$500,000 cash available. Serious, responsible purchasers. Send data in confidence. **Charles K. Feinberg**, Publications Broker, Box 1036, Newark, N. J.

Small competent public relations company in London handling two clients of international reputation wants to expand by forming an association with a large advertising and/or public relations company in the United States looking for exclusive representation in the United Kingdom and Western Europe.
Box 2893, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

CHILDREN'S APPAREL
Maker and/or Agencies for same. Do you want to increase your sales? You can. Write.
Box 2894, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLISHERS—Do You Need Lower Cost Printing?
We are publishing house owning unionized printing division producing our own magazines. Big weekly forces maintenance of large mechanical staff. Have non-peak hour problem and you gain. Can handle complete job (or any part) in composition, presswork, mailing, fulfillment, etc. Contact **Charles Rueger - 2160 Patterson Street - Cincinnati 22 Phone: DUnbar 1-6540.**

HIGHLY COMPETENT DIRECT-MAIL AD MAN

For top job with leading national organization. Should have both agency and direct mail experience. Must be a competent writer, with high creative ability—able to visualize, organize and direct—skilled in utilizing many forms of direct mail—able to sell his ideas and to get things done through a large organization. Will have a free hand for devising new ideas and approaches and applying direct mail techniques to many purposes. Must be tactful, intelligent, well-educated, 33 to 45 years of age. Salary—$15,000 to $20,000—fee paid by employer. Write fully or call in person at once.

DRAKE PERSONNEL, INC.
Cliff Knoble
29 E. Madison Bldg. Chicago 2, Ill.
Financial 6-8700

ADVERTISING

PHARMACEUTICAL

INTERNATIONAL

Company growth has created an opening for an *experienced* advertising man who really knows how to write selling copy, spark practical ideas and follow through. As assistant to the Advertising Manager, such a man will have challenging and responsible assignments and a genuine chance to grow. We require:

—previous ethical pharmaceutical advertising & selling experience;
—command of Spanish;
—age in the thirties.

Beginning salary—$10,000 plus benefits. Location—beautiful suburban Main Line Philadelphia, which offers all conveniences plus lower living costs. Only if you have the qualifications and *can prove it*, send us your résumé. Trainees not wanted. New York or Philadelphia interviews can be arranged. Send data to Personnel Director—

WYETH
P.O. Box 8299
Philadelphia 1, Pa.

EXPANDING ADVERTISING AGENCY

In Growing Southeast Needs

Research Assistant—experience in all phases of consumer and media research helpful, but not necessary—ability to write clearly, deal with people and grow into more responsible position essential.

Media Buyer—heavy TV activity required, knowledge of other media helpful but not necessary.

Successful applicant will be working in a modern building, designed for agency operation, with "top" talent associates. Profit sharing outstanding group insurance program and other benefits. Agency located in a rapidly growing community of friendly people—a wonderful place to live and raise a family.

Write—Business Manager
Henderson Advertising Agency
Box 1700, Greenville, S. C.

PUBLIC RELATIONS ASSISTANT

Public Relations Director is looking for a young assistant with initiative, writing ability and media and/or public relations experience to do product publicity, work with PR counsel and assist with varied public relations and publicity projects.

Please reply by résumé only, stating education, experience, and salary requirements to:

Walter Lindblad,
Employment Manager, Bell & Howell,
7100 McCormick, Chicago

"WONNER WHO DUNNIT?"

If a lot of your copy isn't making advertisers ask who dunnit it isn't doing the selling job for your agency that it should. Copy that sells ought to include you in. Hack copy doesn't. If you want copy that does it can be had. Contact me. Box 691, Advertising Age, 630 Third Avenue, N. Y. 17, N. Y.

INSTITUTIONAL SPACE SALESMAN

We need a man experienced in selling institutional advertising. If you are a specialist in this field, or have good contacts among industrial advertisers and corporations engaged partially or wholly in defense or other Government contracting, we would like to talk to you. Exceptional income opportunity with expanding specialized publication. Write to Box 667, Advertising Age, 630 Third Avenue, N. Y. 17, N. Y.

LOOKING? . . .

. . . THINKING?

Outstanding positions now available

($5,500 to $62,000 — Maine to California)

- Sr. and Jr. Account Executives
- Marketing & Merchandising
- Research
- Copy Writing
- Advertising Managers
- Marketing Executives
- Sales Promotion Managers
- Department Assistants
- Public Relations

Send Your Résumé for Confidential Handling

DRAKE PERSONNEL, INC.

29 East Madison Bldg. • Chicago 2, Ill. • Financial 6-8700

ADVERTISING & MARKETING PLANNER

Unusual background for client or agency. Market research expert. Plans writer. Responsible for supervision and coordination of research, copy strategy, media allocation, budgeting on multi-million dollar account in 4A agency. Also strong newspaper, magazine, radio experience.

Box 692, Advertising Age
630 Third Avenue, New York 17, N. Y.

WANTED

FURNITURE ARTIST and LAYOUT MAN

Syracuse's largest quality furniture store wants a good artist and layout man. Substantial salary.

Write or phone me your qualifications.

Pierce Fleischman
450 So. Salina St.
Syracuse, N. Y.

MARKETING VICE PRESIDENT

A most unusual opening with a progressive, rapidly growing ethical pharmaceutical company in the Midwest. We need a highly trained marketing man, 40 to 55, to direct product management (Group Directors and Product Managers) promotional services and creative services. A candidate should have 1) broad experience marketing highly competitive drug or food package items, 2) directed a marketing group. Excellent five-figure starting salary, executive bonus and stock option. Replies (in confidence) should include personal data, education, experience and salary record.

BOX 689, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

AGENCY COPYWRITER

National advertising agency needs experienced copyman in Chicago office. Your present job may be an agency copywriter or an advertising manager or trade paper editor. Age 30 to 45 years. Good salary. Reply in confidence, giving qualifications, salary requirements and photo, if possible. Address Box 695, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

ADVERTISING MANAGER

Immediate opening available with a well-known, long-established company dealing in recreation products. The man we seek should have a broad knowledge of marketing and advertising techniques, have a familiarity with sales methods and programs, and over 10 years experience in the advertising and/or sales promotion field. Equivalent of 4 years of college required. Previous experience as product advertising manager or assistant in large company preferred. Will be responsible for setting up advertising programs, coordination of programs, media selection, etc.

Salary **$10,000—$12,000**

Please send résumé in complete confidence: Box 673, ADVERTISING AGE 630 Third Avenue, New York 17, New York

IT'S **BACON'S** for **COMPLETE COVERAGE** of **MAGAZINES!**

● There's only one way to get **complete** and **reliable** clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must! **Ask for Bulletin 56.**

OUR READING LIST Published as complete publicity directory. BACON'S PUBLICITY CHECKER —the bible for building accurate lists. 336 p. p. — $18.00. Send for your copy today!

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd. Chicago 4, Illinois WAbash 2-8419

PUBLIC RELATIONS

Advertising agency needs experienced public relations writer in Chicago. Must know how to write publicity releases, special stories and be familiar with press conferences, etc. Must be able to write corporate-image advertising. Age 30 to 45 years. Send résumé to Box 694, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

Available
TOPNOTCH
SALES PROMOTION
DIRECTOR

Creative executive with diversified experience in marketing many products. Tested talents in marketing, packaging, display, new products, and direct mail. 13 years productive experience in packaged goods for nationally famous manufacturers. Presently with national food chain distributing through supers, drug stores and retail outlets.

Box 672, ADVERTISING AGE 630 Third Avenue, New York 17, New York

SALES PROMOTION MANAGER

Manufacturer in the Marine industry requires a two-fisted progressive Idea man who can visualize, develop, and coordinate point of sale and merchandising materials. Experience in mechanical or consumer product lines essential. This is an oustanding opportunity to get aboard the rapidly expanding marine industry with opportunity for advancement.

Send complete résumé to Box 690, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

COPY STAFF POSITION

Sound, long-established Central Ohio agency offers excellent opportunity for young (30-35) copywriter. Must be experienced and creative man capable of producing hard-selling, first class industrial, trade and farm copy. Send résumé and samples to Box 686, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

Our 48th Year
ART DIRECTOR, agency. AAAA experience. Midwest. $18-20M
MKTG. DIR., beer. Coast. 16M
TV-RADIO PRODUCER. Film & live. Versatile. Some pkg. goods experience desirable. 12-15M
SLS. PROM. WRITER, heavy appliances. 12M
COPY, automotive after-market experience. 10M
GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

MEDICAL WRITER—NEAR K. C.

Excellent opportunity for young man with established, fast growing medical institution. Must have proven ability to write effective selling copy. Work directly under president. Unlimited advancement possibilities. Answer fully and state starting salary desired.

Box 670 ADVERTISING AGE 200 East Illinois St., Chicago, Ill.

BIRCH *Personnel Service, Inc.*
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417 CHICAGO 2, Ill. CEntral 6-5670

ARE YOU THIS YOUNG WRITER?

I'm looking for a young man to work with me, creating all kinds of advertising for 22 clients—including some of America's leading advertisers and agencies. He may be a bit short on agency experience if he's long on ideas, energy and ability with words. Location: Chicago. If you're the man, write and let me know why.

DWIGHT BOHMBACH
743 N. Wabash, Chicago 11, Ill.

MANAGER NEW YORK Advertising Office

National Publisher of consumer and trade magazines wants working Manager for New York Advertising Office.

Estimated Eastern Territory billing in 1960, $150,000.00. Sales efforts backed by outstanding promotion and solid market research. Publications now have good acceptance in fields served. Over 20 year old company has good D&B rating. Earning possibilities good for shirt sleeve, creative space salesman.

Write fully telling experience. Send recent résumé with photo to arrange immediate interview. Box 693, Advertising Age, 630 3rd Avenue, New York 17, New York.

● **RESUMES**
100 one-page resumes **$6.00**
(check with order)

Two-Page Resumes
100 for $10.00

Includes editing and correction of spelling and grammar.

For help in how-to-write a good résumé, how to use it, what form to use, worksheets and price list, send $1.00 for our Résumé Kit. (Dollar credited when you order résumés.)

RESUME SERVICE, INC.
Box 13-C Bath, Ohio

STAFF ADDITION

We announce the addition of Betty Clem, Advertising Consultant, to our staff.

She will handle your employment problem confidentially and can help both executive and less experienced advertising men to find the positions they are seeking.

DRAKE PERSONNEL, INC.
29 E. Madison Blvd. Chicago 2, Ill. Financial 6-8700

Bristol-Myers Puts Subtle Sell in New 'Public Service' Film

(*Continued from Page* 3)

the educational film, Susie Smilebrite, bears a strong resemblance to one of the characters in several well known Ipana television commercials. In addition, Wylde has taken musical segments from some Ipana commercials and interwoven them into the film's background music.

■ The teeth-brushing shortie, which ends when Susie gets married, will be made available to stations. If they show it, they will do so on a free basis; Bristol-Myers is not paying for the time. The film also is being distributed to state educational departments and schools. #

U. S. Car Scrappage Hits 20-Year High in '58: Polk

Except for the war years when many cars temporarily went out of service, the proportion of scrapped cars to new car registrations in 1958 was the greatest since 1938, when scrappage represented 146.3% of new car registrations, according to R. L. Polk & Co., Detroit.

Scrappage last year amounted to 94.6%, with 4,651,002 new passenger cars registered as compared with 4,219,777 cars which were not re-registered, Polk reported.

Egan Joins Bekins Van Lines

Mark Egan has joined Bekins Van Lines, Hillside, Ill., as director of marketing. Mr. Egan was formerly a resident partner of Conover, O'Brien & Smith, Chicago management consultant.

MR. AD EXECUTIVE

Looking for an account exec., ad manager, copy writer, media director or space salesman? Phone RA 6-6168.

★ FRED JOHNSON
Advertising Employment Consultant of DOROTHY DOCKSTADER CONSULTANTS
64 E. Lake, Chicago 1, Ill.
★ formerly with Crowell Collier

PLANT SERVICES

ASSEMBLY & COLLATING
Services Available
Company-owned plant seeks outside contracts at extremely low cost to stabilize production.
Write: G P PACKAGING CORP. 498 Nepperhan Ave. Yonkers, N. Y. or Call New York Office Circle 7-3860

Introducing
EXECUTIVE PHOTOS
SPECIALISTS IN
Publicity • Commercial • Illustration
PHOTOGRAPHY
Studio located at:
500 North State St.
WH 4-4376 Chicago

The CLIPPER *Creative* ART SERVICE

There are many clip art catalogs available, but ONLY ONE *complete art and layout* service. Ideas alone in each monthly issue are worth many times the small cost. From the smallest printers to the largest concerns such as Prudential, General Motors, etc. have been Clipper subscribers for many years.

$1.00 to cover cost of packing and mailing will bring you —

FREE...
THE COMPLETE CURRENT ISSUE

single current issues normally sell for $20.00. The complete issue, yours to use, can make you hundreds of extra dollars! In addition to the current issue you will receive an unusual, attractive, introductory offer. No obligation. No salesman. Attach one dollar to letterhead and mail today to Multi-Ad Services, Inc., 124 Walnut Street, Peoria, Illinois.

Gordon Purchases KSDO

Gordon Broadcasting Co., San Diego, has purchased KSDO, San Diego, from San Diego Broadcasting Co., San Diego. Purchase price was $500,000.

ACTIVISM!
What's in it for you?

ACTIVISM!
What is it?

Fast action FORMULA

Shake up a few choice words for a low-cost (min. $5) message in The Advertising Market Place . . . serve it in the next issue of Ad Age — and watch the action! Your message gets results because it's read by over 158,000 top marketing men with authority to make immediate decisions. Try it.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday, 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size, and frequency apply.

I am enclosing $_____

My Name _____

Street _____

City _____ Z___ State _____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
4041 Marlton Avenue, Los Angeles, Calif.
Telephone AXminster 2-0287

B+C

. . . means

Bertsch + Cooper

. . . it also means typographic proofs beyond compare . . . proofs that are mechanically true

Type faces used are: Bertschtypes No. 70B and 89A

TRAINER—*H. G Little, chairman, Campbell-Ewald Co., Detroit, explains a new driver trainer, being presented to the University of Michigan, to Lyle Wilson, director of university relations. Purchase of the gift was made with $500 awarded to Chevrolet's "Friends Magazine" for the best safety articles of 1958.*

Department Store Sales . . .

Sales Drop 7% in Week Ended Aug. 29

WASHINGTON, Sept. 3—Department store sales across the nation during the week ended Aug. 29 fell 7% behind sales for the similar week of 1958, the Federal Reserve Board reported today.

Sales for the four weeks to that date were 1% ahead and for the year to date they were 7% ahead.

■ Of the 12 FRB districts only one reported a gain: Dallas, 1%. San Francisco reported no change. The remaining districts reported losses as follows: Boston and New York, 14%; Richmond and Minneapolis, 15%; Philadelphia, 13%; Cleveland, 11%; Chicago and Kansas City, 5%; St. Louis, 6%; Atlanta, 1%.

A detailed breakdown of the sales for the week by districts will be available next week. Sales for the prior two weeks were as follows:

Federal Reserve District, Area, and City	% change from '58 Week ending Aug. 15	Aug. 22
UNITED STATES	+ 6	— 1
Boston District	0	—14
Metropolitan Areas		
Boston	0	—16
Downtown Boston	0	—18
Suburban Boston	0	—13
Cambridge	— 1	+ 2
Quincy	+12	*
Lowell	— 9	—13
City		
Springfield	+ 2	—11
New York District	r 0	—12
Metropolitan Areas		
Buffalo	r— 2	— 8
New York-N.E.		
New Jersey	r 0	—13
Newark	r+ 2	—18
New York	0	—14
Rochester	r+ 2	—12
Syracuse	+ 3	— 8
Philadelphia District	+ 3	—12
Metropolitan Areas		
Wilmington	— 7	— 7
Trenton	r— 2	—12
Lancaster	r+ 5	+ 3
Philadelphia	r+ 4	—11
Reading	+38	—16
Scranton	+ 2	—37
Wilkes-Barre—Hazleton	r— 3	—13
Cleveland District	+ 4	— 2
Metropolitan Areas		
Lexington	+ 2	+ 9
Akron	+ 2	— 3
Canton	— 6	+ 3
Cincinnati	+ 8	— 2
Cleveland	+ 7	— 5
Downtown Cleveland	+ 7	— 9
Columbus	+ 9	0
Springfield	+12	—11
Youngstown	0	— 5
Erie	+10	— 1
Pittsburgh	+ 3	— 2
Downtown Pittsburgh	+ 3	— 3
Wheeling	— 2	— 4
Richmond District	+ 1	— 8
Metropolitan Areas		
Washington	+ 1	— 7
Downtown Washington	— 1	—13
Baltimore	— 2	—13
Downtown Baltimore	—13	—26
Richmond	+ 4	— 8
Atlanta District	+ 9	r+ 4
Metropolitan Areas		
Birmingham	+10	+ 3
Mobile	+10	0
Miami	+15	— 1
Downtown Miami	+13	0
Atlanta	+ 9	+ 1
Augusta	r+20	+ 5
Columbus	—13	+ 2
New Orleans	+ 6	+ 6
Knoxville	+ 5	+ 2
Chicago District	+ 6	— 4
Metropolitan Areas		
Chicago	0	— 1
Indianapolis	+ 4	— 3
Detroit	+12	—15
Grand Rapids	+ 6	— 9
Milwaukee	+12	+ 7
St. Louis District	+ 4	— 2
Metropolitan Areas		
Little Rock	+ 1	— 3
Louisville	+ 8	0
St. Louis	+ 3	— 4
Memphis	+ 4	+ 3
Minneapolis District	+11	— 2
Metropolitan Areas		
Mpls.—St. Paul	+12	— 2
Mpls. and Suburbs	+12	— 1
St. Paul	+12	— 5
Cities		
Duluth-Superior	r 0	+ 5
Kansas City District	+ 8	— 1
Metropolitan Areas		
Denver	+19	+ 2
Topeka	+ 3	— 2
Wichita	— 1	— 2
Kansas City	+ 5	— 3
Downtown Kansas City	— 2	—10
St. Joseph	+ 6	—12
Lincoln	+15	—13
Albuquerque	+11	+11
Oklahoma City	+ 3	— 2
Tulsa	+ 6	+ 7
City		
Joplin	+ 3	— 5
Dallas District	+ 7	+ 5
Metropolitan Areas		
Dallas	+13	+ 7
El Paso	+ 1	+ 5
Fort Worth	+ 5	— 3
Houston	+13	+11
San Antonio	0	+ 3
San Francisco District	+11	r+11
Metropolitan Areas		
Los Angeles-Long Beach	+18	+11
Downtown Los Angeles	+18	— 3
Westside Los Angeles	+11	+ 4
Sacramento	0	+14
San Diego	+10	+12
San Francisco-Oakland	+ 1	+ 2
San Francisco City	+ 2	+ 2
Oakland	— 6	— 3
San Jose	+15	+15
Portland	+18	+20
Salt Lake City	+15	+19
Seattle	+10	+11
Spokane	+ 5	+17
Tacoma	+15	+14

r—Revised. *Data not available.

CBS-TV Show Sept. 27 Will Laud Ad Council

CBS-TV will pay tribute to the Advertising Council in a special half-hour show, "The Sword and the Quill," to be presented Sunday, Sept. 27, at 5:30 p.m., EDT. The public affairs department of CBS News will show viewers what the council is, who its members are, how it functions, what its aims are and what its accomplishments have been. Walter Cronkite will narrate the sustaining program.

The major portion of the show will deal with the public service organization's successful campaign for better schools. It will present the council's efforts to encourage the building of schools after the war.

Crouch Joins HBA Insurance

Robert L. Crouch has joined HBA Life Insurance Co., Phoenix, as advertising and purchasing manager. Mr. Crouch formerly headed Cardinal Advertising Studio, Syracuse, N. Y.

Robertshaw-Fulton Names Cargill, Wilson & Acree

Robertshaw-Fulton Controls Co., Richmond, Va., manufacturer of precision automatic controls for home appliances, automatic temperature and pressure control devices for industry, has named Cargill, Wilson & Acree, Richmond, to handle its $325,000 corporate ad campaign. Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, is the former agency. The change does not affect Arndt, Preston's relationship with Robertshaw's Bridgeport thermostat division, Milford, Conn.

Gaughan Joins Wilding

Bill Gaughan has joined Wilding Inc., Cincinnati, as an account executive. He formerly was vp of Galbreath Pictures Inc., Fort Wayne.

get the facts on New York City's

new medium on wheels

OUTSIDE BUS ADVERTISING

Mass coverage of millions, or local showings in one or more of eleven different sections of the city. Phone John J. Woods (ULster 2-5000, Ext. 4768) for rates and availabilities.

NEW YORK CITY TRANSIT AUTHORITY
370 Jay Street, Brooklyn 1, N. Y.

ACTIVISM!

Who's got it?

ACTIVISM!

What's in it for you?

Hearst Advertising Service Inc.

announces the location of

its NEW OFFICES at

410 PARK AVENUE
NEW YORK 22, N.Y.

TELEPHONE PLAZA 2-0200

SEPTEMBER 14, 1959

National Advertising Representatives of:

NEW YORK JOURNAL-AMERICAN • THE CHICAGO AMERICAN • DETROIT TIMES • PITTSBURGH SUN-TELEGRAPH
ALBANY TIMES-UNION • BOSTON RECORD-AMERICAN-ADVERTISER • BALTIMORE NEWS-POST-AMERICAN • MILWAUKEE SENTINEL
SAN ANTONIO LIGHT • LOS ANGELES EXAMINER • SAN FRANCISCO EXAMINER • SEATTLE POST-INTELLIGENCER

MAKE IT A White Christmas

GIVE HER A Major Appliance

Snowflakes in August can mean but one thing...

It's time to start thinking about Operation Snowflake, U. S. Steel's successful Major Appliance promotion. Ever since we ran the first Snowflake up the flagpole five years ago, *everyone's* been saluting. Now's the time to start planning your participation this Christmas.

For five successive years now, U. S. Steel's Operation Snowflake has been just about the biggest of all major appliance merchandising events. And it gets better every year. For example, last year, 57,500 Snowflake promotion kits were distributed to participating retail appliance dealers, department stores, appliance distributors, and utilities.

They liked the idea so much that they ran 7,960,000 lines of Operation Snowflake tie-in advertising in 2,890 newspapers. The total investment of all participants in the overall 1958 Operation Snowflake was close to $11,000,000. And, believe us, nobody spends that kind of money unless there is every reason to expect a good return on the investment. *Snowflake profited every participant!*

With United States Steel again picking up the tab for a lot of advertising in newspapers, on the U.S. Steel Hour, and on Daytime TV, this new Operation Snowflake is another great opportunity for you major appliance ad men to tie in with a sure thing.

Get the OPERATION SNOWFLAKE story in person!

A Snowflake presentation by a U.S. Steel representative can be arranged if you are a major appliance manufacturer or advertising agency. Just write, wire or phone Robert C. Myers, Director of Market Development, United States Steel Corporation, Pittsburgh 30, Pennsylvania.

USS is a registered trademark

USS **United States Steel**

THE CHRONICLE MEANS THE WEST

Represented by Sawyer Ferguson Walker